

# CLEARPATH

ClearPath | 518 C Street NE, Suite 300 | Washington, DC | 20002

**Organization:** ClearPath  
**Position Title:** Brand Associate  
**Location:** Washington, DC

## Organization Overview

ClearPath's mission is to develop and advance policies that accelerate breakthrough innovations that reduce emissions in the energy and industrial sectors. To advance that mission, we have built a leading brand that provides educational briefings to Members of Congress and staff on our cutting-edge messaging and policy ideas. By collaborating with academics and industry, ClearPath is a trusted voice on clean energy who is published and quoted in more than 100 media stories annually. Started in 2014 by entrepreneur Jay Faison, ClearPath engages in the direct education of policy makers within the White House, Congress, Executive Agencies, and regulators like the Federal Energy Regulatory Commission (FERC).

ClearPath team members believe in small government, free markets, and American entrepreneurship. Those principles form the basis for how the team analyzes proposed clean energy and climate policy.

## Job Summary

This role is responsible for helping enhance and amplify the ClearPath brand. This person will play a key role in continuing to grow our brand by developing and distributing content, including advertising, on platforms such as cable news, social media, traditional media and other platforms. As an organization driven by innovation, we strive to keep our brand on the forefront of marketing and advertising tactics. The Brand Associate will work closely with the entire External Affairs (EA) team in collaboration with the Government Affairs and Policy teams to understand and engage our target audience.

## Job Description

### Communications and Brand (60%)

- Support the team in developing content including writing, editing and proofreading (weekly newsletters, press materials, blogs, op-eds, media backgrounders, etc.)
- Coordinate digital marketing programs and campaigns across different social platforms including Facebook, Twitter, LinkedIn, and YouTube.
- Use email marketing systems to deliver weekly newsletters and other digital collateral.

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- Support EA team with project management, event execution, media relations (including story pitch development), and other internal processes.

## **Multimedia Digital Creation (30%):**

- Modify and create graphics following ClearPath brand standards.
- Audit website for quality and accuracy, complete website updates as needed.
- Help design and optimize presentations, whitepapers, reports, web pages and other marketing collateral.
- Create and manage Digital Asset Management (DAM) using Google Drive.

## **Analytics (10%):**

- Monitor campaign and website performance via analytic tools and provide feedback and actionable insights to stakeholders.
- Manage analysis and derive insights from digital data sources such as Google Analytics, Search Console, AdWords, Facebook, Twitter, Instagram, etc. to inform business decisions.
- Support robust Google Ads campaigns.
- Manage and strategically improve CRM database target audience including for Salesforce and Pardot.

## **Candidate requirements**

### **Preferred Qualifications**

- Bachelor's degree in Communications, Marketing, Graphic Design, Journalism, Public Relations, Political Science or a related field
- 2-5 years of experience in a related field is preferred
- Knowledge in or willingness to learn Salesforce, Google Analytics, WordPress and Adobe Creative Suite
- Experience with video editing a plus
- A professional and personal commitment to ClearPath's mission
- Strong written and verbal communication skills, project management skills, social media experience

### **Capabilities**

- Idea Orientation: Preference for thinking creatively and generating new ways to solve problems.
- Flexible: Ability to manage and prioritize multiple tasks with often overlapping deadlines.
- Self-structure: Preference for independently determining work methods.

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- Thoroughness: Tendency to pay attention to detail.
- Accommodation: Desire to help others.

## Values

- Teamwork: Be fun, fast, collaborative, and supportive.
- Dedication: Be here because you want to change the world.
- Ownership: Think and act like an owner.
- Adaptability: Be humble and agile.
- Integrity: Believe individual and organizational credibility is everything.
- Curiosity: Voracious learner eager to engage with the substantive details of our work.

## Compensation & Benefits

- Competitive salary commensurate with experience
- Annual bonus, historically awarded
- Paid professional development opportunities
- Comprehensive health, dental, life, disability insurance and 401(k)
- No vacation policy - take what you need whenever workflow allows
- Hybrid and flexible work schedules
- Fully stocked office kitchen in newly renovated building on Capitol Hill

Please send resume and writing and/or design portfolio to Andrea Steiner at [steiner@clearpath.org](mailto:steiner@clearpath.org)

*At ClearPath, we value a diverse and inclusive workforce. We believe our team is the key to making an impact and fulfilling our mission. ClearPath is an equal opportunity employer. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.*