

Confidential Position Specification

American Coalition for Clean Coal Electricity (ACCCE)

Vice President, Paid and Digital Media



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POSITION	Vice President, Paid and Digital Media
ORGANIZATION	American Coalition for Clean Coal Electricity (ACCCE)
LOCATION	Alexandria, VA/Washington, DC
REPORTING RELATIONSHIP	The position reports to Joe Lucas, Senior Vice President – Communications.
WEBSITE	www.cleancoalusa.org

BACKGROUND The American Coalition for Clean Coal Electricity (ACCCE) advocates public policies that advance environmental improvement, economic prosperity, and energy security. ACCCE believes that the robust utilization of coal – America’s most abundant energy resource – is essential to providing affordable, reliable electricity for millions of U.S. consumers and a growing domestic economy. Further, ACCCE is committed to continued and enhanced U.S. leadership in developing and deploying new, advanced clean coal technologies that protect and improve the environment.

ACCCE is a partnership of the industries involved in producing electricity from coal. The organization recognizes that coal, America's most abundant energy resource, plays a critical role in meeting our country's growing need for affordable and reliable electricity. Its goal is to advance the development and deployment of advanced clean coal technologies that will produce electricity with near-zero emissions.

ACCCE combines the assets and missions of the Center for Energy and Economic Development (CEED) and Americans for Balanced Energy Choices (ABEC). The change in its name more accurately reflects who they are and their belief that



technology will help ensure that coal remains a fuel of the future when it comes to meeting America's growing energy needs.

ACCCE believes that America can continue to make great progress in improving environmental quality while at the same time enjoying the benefits of using domestic energy resources like coal to meet our growing demand for affordable, reliable and clean energy.

In a word ... ACCCE believes in technology.

KEY RESPONSIBILITIES

The Vice President, Paid and Digital Media is responsible for implementing proactive digital media and traditional media placement strategies as a component of an integrated national communication program designed to 1) support coal-based electricity advocacy initiatives and 2) increase the public's awareness of and appreciation for the use of coal to generate electricity.

Key elements of the job include 1) developing strategic plans to ensure that digital media efforts support overall program goals, 2) executing effective, efficient plans to maximize the investment of media placement resources, 3) supervising internal staff and outside consultants to implement the digital media and media placement efforts, and 4) measuring and reporting results to staff, consultants, and program funders.

Specific Duties and Responsibilities (include, but not limited to):

- Work with ACCCE's senior staff to prepare recommended strategies and tactical plans for engagement in shaping public attitudes and in support of public policy advocacy goals.
- Oversee and manage the implementation of approved digital media program strategies and plans, and



execute approved media placement plans to ensure that identified program goals are met.

- Manage the efforts of an internal professional staff that may be assigned to this position, including being responsible for the performance management, coaching, and professional development of these direct reports.
- Manage the work of outside consultants including one or more digital media/ on-line firms and ad placement/buying agencies.
- Provide back-up to the Senior Vice President - Communications on projects related to message development and creative development/ production when necessary.
- Adhere to ACCCE's administrative practice and procedures, including compliance with a) anti-discrimination and anti-harassment laws, b) federal and state lobbying registration and reporting requirements, c) personnel policies, d) risk avoidance procedures, and e) ACCCE's internal best practices.
- Perform other duties and responsibilities as assigned by Senior Vice President-Communications.

SKILLS

- Strong leadership, management, and communications skills required.
- Ability to manage and work effectively with staff, consultants, and represent the communications team with member companies, allies, and other audiences.
- Ability to collaborate well with others, including colleagues in satellite offices (potentially including the management of staff in remote sites).
- Ability to identify, analyze, and evaluate situations and issues, as well as to think and act proactively and creatively.



EXPERIENCE

Senior-level communications experience in relevant paid media/media placement (8-10 years of experience), along with demonstrated successive experience in managing staff and consultants. Background in public policy advocacy (especially in the energy/environmental field) and/or politics is strongly preferred.

PERFORMANCE METRICS

Key measures of success of the paid and digital media placement effort will be:

- Effective expansion of the America's Power campaign in digital media formats (including, but not limited to, on-line/display, social media, and other digital formats).
- Increased efficiency of media planning to improve cost per delivered audience (CPM) and more effective targeting/segmentation of media delivery.
- Improved integration of traditional and digital media delivery.

RESOURCES

- Access to senior staff, including President and Senior Vice President – Communications.
- Staff - possible reassignment of one existing staff position.
- One (or more) national public relations/digital media firm (primary contractor currently in place).
- One national traditional media placement firm (contractor currently in place).
- One national digital media placement firm (contract currently in place).
- Manages annual budget for digital media programs in excess of \$3 million.
- Manages annual media placement budget in excess in excess of \$17 million.

EDUCATION

An undergraduate degree with a focus in government, political science, communications or a related field is required. A law degree, or other advanced degree, such as an MBA or MPA, is highly desirable.

**KORN/FERRY
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