

GREEN BUILDING INITIATIVE POSITION DESCRIPTION

Position Title: Digital Marketing Manager

Organization

The Green Building Initiative (GBI) is a 501c3 not-for-profit organization whose mission is to reduce climate impacts by improving the built environment. We deliver education, standards, assessments, and certifications developed by an inclusive and collaborative global network.

GBI makes aspirational goals achievable through user-friendly tools built upon comprehensive standards and supported by outstanding staff and expert assessors. As a nonprofit community, we are educators and coaches first, supporting performance improvement of all buildings.

Our initiatives promote the use of GBI's Green Globes® building rating system for private commercial buildings and GBI's Guiding Principles Compliance® third-party assessment program for achieving federal building sustainability requirements. This third-party certification lowers risks for owners and ensures that both buildings and the teams who build and operate them are better able to achieve desired performance outcomes. We measure our impact in achieving our mission in several ways, including growing the number of building owners that achieve certification of individual buildings, building projects, and portfolios of buildings.

Compensation & Benefits

\$60,000 + association-wide bonus opportunity, full-time employees receive medical, vision, dental, life, short- and long-term disability insurance, parental leave, and a retirement matching program. GBI employees enjoy paid-time-off (PTO) that is accruable based on a schedule and all employees are eligible for paid sick leave. Additionally, GBI is a 100% virtual organization.

Supervisor

VP, Engagement with co-management from Associate Director, Market Development

Travel Requirements

Employee is required to occasionally travel and participate in events where GBI hosts booths and tabletops. These events are throughout the year and efforts are made to spread out assignments between staff members. Travel requirement is estimated at 10% or two times per quarter.

Introduction

As a Digital Marketing Manager, you will develop, implement, track, and optimize GBI's digital marketing campaigns across all channels. Under the direction of the VP, Engagement, you will lead integrated digital marketing campaigns from concept to execution and work collaboratively to diversify communication strategies and improve conversion rates.

Responsibilities

- Work with VP, Engagement and Associate Director, Market Development to plan communications calendar and execute all digital marketing
- Measure and report performance of all digital marketing campaigns
- Identify trends and insights, and optimize spend and performance based on insights
- Improve sales funnel and optimize conversion rates through digital outreach

- Collaborate with internal teams and contractors to optimize user experience
- Maintain and update email lists, identify opportunities for audience segmentation
- Develop and deploy social media posts in coordination with Associate Director, Market Development and Manager, Creative Content
- Support VP, Engagement in creation and delivery of digital and print advertisements
- Maintain and enhance the overall brand identity, positioning, and messaging, ensuring consistency across all client touchpoints
- Develop communications plan with Program Development and Client Services teams when new products and/or services are ready for market
- Maintain and refine brand guidelines in collaboration with Manager, Creative Content, ensuring brand standards are met across all communications
- Identify and evaluate trends to bring new digital or social channels to market
- Support management of contractors/vendors to communicate goals, ensure brand consistency, and implement strategies

Requirements

- Work remotely without supervision with the assurance of quiet and stability appropriate for a work environment.
- Provide own internet access. Minimum download speed is 15 mbps (30+ mbps recommended). Minimum upload speed is 2 mbps (5+ mbps recommended).
- Occasional travel is required about 10% or 1-2 times per quarter, depending on the time of year.
- Excellent information technology skills.
- Excellent English writing and presentation skills.
- Employee must reside in the United States.

Qualifications

- Experience managing digital marketing campaigns, including social media, SEO, and email marketing
- Curious mindset and desire for continuous learning and improvement
- Strong writing, editing, and content creation skills
- Ability to manage multiple projects simultaneously and to meet deadlines
- Excellent analytical and technical communication skills.
- Highly creative thinking and problem solving abilities
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Preferred: experience in optimizing landing pages and user funnels
- Preferred: experience with Pardot, Salesforce, and/or Meltwater

Education

- Required - Bachelor's degree in Marketing, Communications, or a related field

Apply Method: Please submit your cover letter and resume to Careers@thegbi.org