

## GREEN BUILDING INITIATIVE POSITION DESCRIPTION

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**POSITION TITLE:** Manager, Creative Content

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### 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.

### HOW WE DO IT

We are passionate about third-party certification for its benefits, including lowering risks for owners and ensuring that both buildings and the teams who build and operate them are better able to achieve desired performance outcomes. We measure our impact toward our mission in several ways, including growing the number of building owners that achieve certification of individual buildings, building projects, and portfolios of buildings.

Our initiatives promote the use of GBI's Green Globes® building certification for commercial, multi-family, and institutional buildings as well as GBI's Guiding Principles Compliance® third-party assessment program for U.S. federal DOD and non-DOD buildings. A newer offering is GBI's Journey to Net Zero program, which guides portfolios through a continuous improvement approach toward the goal of net zero energy and/or carbon. GBI's programs are recognized in the U.S. and Canada at federal, state/provincial, and local levels. GBI is also pursuing an incremental global growth plan and has certified and assessed properties in several countries outside of the United States and Canada, including close to one million square feet in the United Arab Emirates and additional projects in Mexico and Brazil.

### 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

Director, Digital Marketing & Brand Strategy

### TRAVEL REQUIREMENTS

Periodic travel is required for training and biennial staff retreats. Occasional local travel may also be requested for meetings, association events, etc.

## RESPONSIBILITIES

The Creative Content Manager is responsible for supporting GBI's voice across multiple platforms and stakeholder groups with design and content creation. This position supports the creation of high-impact visual content that elevates GBI's brand, supports program awareness and adoption, and communicates the success of projects certified through GBI's programs. The Creative Content Manager will assist storytelling efforts that translate technical achievement into compelling, accessible narratives for marketing, member engagement, and outreach.

### Graphic Design & Content Creation (40%)

- Design high-quality graphics and layouts for social media, email, website, print collateral, event signage, and presentation slides.
- Create infographics, visual reports, and other storytelling materials to support GBI's priorities.

### Social Media Management (25%)

- Support the production, scheduling, and publishing of engaging content across GBI's social media platforms (LinkedIn, Instagram, X/Twitter, Facebook, etc.).
- Monitor engagement, respond to comments/messages, and regularly report on performance analytics.

### Marketing & Communications Support (20%)

- Assist in developing and distributing email newsletters, promotional campaigns, and event communications.
- Support the marketing team in coordinating campaigns and tracking results.
- Coordinate with vendors, printers, and external partners for project delivery.
- Develop new ideas and research industry trends to grow audience reach.

### Website Management (15%)

- Assist with website updates, including uploading content, optimizing images, and ensuring design consistency.
- Coordinate with internal teams to ensure timely posting of events, news, and resources.
- Review site regularly and respond to requests to identify and fix broken links, outdated content, or formatting issues.

## REQUIREMENTS

- Ability to work remotely without supervision in a quiet and stable work environment.
- Internet access (non-reimbursable) with minimum download speed 15 mbps (30+ mbps recommended) and minimum upload speed 2 mbps (5+ mbps recommended)
- Occasional travel for training and events
- All employees are required to reside and work within the United States.

## QUALIFICATIONS

- Two years of relevant experience
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign; Premiere Pro a plus)
- Proficiency in Microsoft Office (Outlook, PowerPoint, Word, Excel)
- Experience managing social media platforms for a brand or organization
- Creative problem solver with an eye for detail and strong written, verbal, and visual storytelling skills
- Ability to work independently and manage multiple projects in a fast-paced environment.
- Familiarity with website content management systems (WordPress or similar)
- Proficiency in Monday or similar project management software

**EDUCATION**

- Associate's degree in a related field or an equivalent combination of education and work experience

**MATERIALS**

Please include a portfolio of recent relevant creative work.

**APPLICATION METHOD**

Please send your resume, cover letter, and portfolio to [careers@thegbi.org](mailto:careers@thegbi.org).

**We Encourage All Interested Candidates to Apply**

GBI recognizes that not all candidates will meet every qualification listed. We know that skills and experience can be gained in many ways, and we value diverse perspectives. If you're excited about this role but don't check every box, we encourage you to apply.