

## GREEN BUILDING INITIATIVE POSITION DESCRIPTION

---

**POSITION TITLE:** Director, Advocacy

---

### 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

\$90,000 + 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

Functional reporting - CEO

Direct supervisor - SVP, Programs & Operations

### TRAVEL REQUIREMENTS

Periodic travel is required for training and staff retreats. Additional travel is required to represent GBI before policy makers and staff and for other meetings and events. Travel may be 30-35% depending on the time of year.

## RESPONSIBILITIES

### Planning & Market Expansion

- Collaborate with GBI team members to develop priority city, state, and regional targets for GBI to positively grow green building opportunities and educate communities toward adoption and use of GBI programs.
- Drive municipal membership program, including pitches, follow-up, and securing payment. Coordinate the quarterly municipal membership meeting.
- Assertively pursue opportunities with state and local government entities to include green building certification options that include GBI's programs.
- Work to remove market barriers where green building certification is promoted but not inclusive of GBI programs.
- Build new and enhance existing bipartisan relationships with community and industry leaders, local and state officials/staff, and other targets and create opportunities to make presentations to decision makers. This includes making cold calls and leveraging existing networks.
- Connect state and local targets with appropriate technical support and facilitate all questions being answered and follow-up conducted in writing along with documenting agreed upon next steps.
- Serve as primary source of accurate state/local policy and regulatory information for GBI's community.

### Presenting, Testifying & Reporting

- Collaborate with VP of National Affairs and other senior leaders on all messaging.
- Create presentations, position statements, talking points, press releases (announcing state/local policy wins and developments), and educational materials and customize for each audience whether presenting on own or preparing senior leaders to make presentations.
- Create opportunities for GBI to testify locally when appropriate and manage all aspects of testifying or preparing others to testify.
- Collaborate with team members to plan and execute educational events in targeted regions.
- Coordinate with senior team leaders on GBI engagement and educational outreach with state/local policymakers.
- In collaboration with GBI team and contractors, ensure consistent follow up is happening and that GBI is efficiently tracking priority markets, as well as new state/local laws/policies and advocacy targets.
- Provide periodic updates to the CEO, Government Engagement Committee, members, and the Board of Directors as requested.
- Contribute to GBI's blogs.

### Administration & Coordination

- Review policy tracking tools and forward requests and assignments to GBI team members, contractors, and other advocates in GBI's community with specific action requests.
- Facilitate the delivery of contractor lobbying and accounting reports that support GBI's finance & accounting department's quarterly and annual reporting.
- Act as a staff liaison to the Government Engagement Committee, convening meetings regularly.
- Support and assist VP, National Affairs, in the coordination of annual Hill Day.
- Track the status of all active bills that GBI is monitoring, where conversations are with key influencers, and next steps.
- Log contacts and communication in Salesforce, set tasks, conduct appropriate follow-up, and ensure that contacts are receiving excellent service and support from GBI.
- Investigate, inform, and/or request support to ensure GBI's compliance with relevant state/local laws related to government affairs work.
- Other duties as assigned

## 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 to five years of relevant experience; prior association advocacy experience extremely helpful
- Excellent written and verbal communication skills, with strong presentation abilities
- Excellent relationship builder dedicated to bringing value to interactions
- Strong team orientation with ability to collaborate across function areas to achieve results
- Strong analytical and organizational skills with attention to detail
- Strong problem solving and decision-making ability
- 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
- Proficiency in Microsoft Office (Outlook, PowerPoint, Word, Excel)
- Sales or fundraising experience is helpful, preferably in sustainability, green building, or real estate sectors. Must be comfortable cold-calling and closing.
- Experience working with community building is a plus
- Knowledge of sustainable design, green building rating systems, or environmental standards a plus
- Proficiency in Monday, or similar project management software is a plus

## EDUCATION

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

## APPLICATION METHOD

To apply, please submit your resume and cover letter on GBI's [Career Page](#).

## 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.