



**POSITION TITLE:** Director, State & Local Engagement

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**Organization:**

The Green Building Initiative (GBI) is a 501c3 not-for-profit organization whose mission is to accelerate the adoption of building practices that result in resource-efficient, healthier and environmentally sustainable buildings. We advance this mission through credible and practical green building approaches for more sustainable communities.

Our strategy for accomplishing our goals involves education and promotion on the use of GBI's Green Globes® building rating system for private commercial buildings and GBI's Guiding Principle Compliance® third-party assessment program for federal building sustainability requirements.

**How we do it:**

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.

**How we are unique/work-at-home requirements:**

There are many unique attributes to GBI. Important to candidates for employment, we are a 100% virtual office. Candidates must be able to work from home with the assurance of quiet and stability appropriate for a work environment. Employee must provide own internet access. Travel is required; training in one or more locations is required.

**Compensation & Benefits:** \$60,000 to \$70,000 + association-wide bonus opportunity, full-time employee with medical, dental, life, short- and long-term disability insurance, and a retirement matching program. In lieu of vacation & sick leave, GBI employees enjoy paid-time-off (PTO) that is accruable based on a schedule.

**Supervisor:** Sr. Director, Engagement with collaboration with VP of National Affairs

**Responsibilities:**

1. Growing opportunities for state and local government entities to pursue a breadth of green building certification options – 65%
  - a. Educate local markets and interested policy makers about GBI tools and resources for new and existing green building requirements.
  - b. Act as the primary go-to resource to GBI's community to provide accurate current policy and regulatory information on state, local entities and other entities.
  - c. Relationship development and management to generate education opportunities for the purpose of increasing understanding of GBI's ability to support state and local sustainability goals.
  - d. Create and update educational material and personalize for each audience based on experience and location.
  - e. Work with Sr. Director, Engagement to plan and execute educational events in targeted regions.
  - f. Coordinate with VP, National Affairs to manage GBI messaging, engagement, and educational outreach with state/local policymakers.
  - g. Ensure compliance with relevant state/local laws related to government affairs work, if/as needed.
  - h. As part of interacting with state/local policymakers, and in coordination with the VP, National Affairs, draft suggested policy language, testimony, comments, and letters, as needed.
  - i. Provide periodic updates to the President/CEO, Government Engagement Committee, and Board of Directors.
2. Client & Sales Support – 15%
  - a. Log every contact and communication in Salesforce, set tasks, conduct appropriate follow up, and that through individual follow up and team collaboration clients are receiving 100% excellent client service and support from GBI.
  - b. 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.
  - c. Develop priority targets for each region based on annual priorities or opportunities that develop and make cold calls to set up one-hour presentations – lunch and learns, overviews, education pitches – with the goal of expanding minds to include Green Globes in their sustainability goals and plans. Conduct all necessary follow up on qualified opportunities (projects discussed), including collaborating with teams on securing accurate information for quotes, generating quotes, and following up on quotes in a timely way.
  - d. Contribute to removing corporate, university, and other market barriers where green building certification is promoted but not inclusive of GBI tools. This includes taking assignments to develop relationships with corporate and other targets that may involve cold calling and creating opportunities to make presentations to decision makers.
3. Membership & Training – 10%
  - a. Pitch GBI membership with every presentation and conduct appropriate follow through including collaboration with team members to secure payment on memberships where you are the primary contact.
  - b. Collaborate with President, Sr. Dir. of Engagement, and other team members in developing via PowerPoint and other vehicles education content consistent with President's vision for providing high value to support membership growth.
  - c. Send membership leads to Director of Membership & Community for follow up.

- d. NOTE: Team collaboration and communication are critical to the growth of our fledgling education program. This role will be a key contributor in discussions of content, messaging, and the integration of market trends in the delivering of education to support member value.

4. Other Duties – 10 %

- a. Support GBI strategy development.
- b. Act as staff liaison to the Government Engagement Committee convening meetings regularly.
- c. Other duties as assigned.

**Requirements:**

- Ability to work from home with assurance of quiet and stability appropriate for a work environment.
- Employee must 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. Training will take place in Portland, ME and Denver, CO

**Qualifications:**

The successful candidate should have the following knowledge and characteristics:

- 2-5 years of relevant experience, prior association experience extremely helpful
- Excellent written and verbal communication
- Strong organizational skills and high detail orientation
- Persistence; sales or fundraising experience helpful
- Self-motivated and proactive, capable of working with a team and/or limited supervision
- Exceptional customer service orientation
- Strong problem solving and decision-making ability
- Online Webinar Platform Experience (Zoom, Teams and/or GoToWebinar)
- Technical aptitude with strong computer literacy; proficiency with Microsoft Office
- Experience using Salesforce.com a plus
- Experience working with community building a plus

**Education:**

Bachelor's degree preferred or equivalent combination of skills and experience.