



GREEN BUILDING INITIATIVE POSITION DESCRIPTION

POSITION TITLE: SR. MANAGER, EDUCATIONAL PROGRAMMING & EVENTS

Organization:

The Green Building Initiative (GBI) is an international nonprofit organization whose mission is to reduce climate impacts by improving the built environment through education, standards, and assessments 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:

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:

There are many unique attributes to GBI. Important to candidates for employment, we are a 100% virtual organization.

Compensation & Benefits:

\$63,000 + association-wide bonus opportunity, full-time employee with medical, vision, dental, life, short- and long-term disability insurance, and a retirement savings matching program. GBI employees enjoy 48 hours of guaranteed sick leave, paid holidays, and paid-time-off (PTO) that is accruable based on a schedule.

Travel Requirements

The senior manager of educational programming and events is requested to travel and participate in events to coordinate on-site logistics and build rapport with GBI community members. These events are throughout the year and efforts are made to team up with our client services managers to balance travel between staff members. Travel requirement is estimated at 25%-30% or three+ events per quarter.

Supervisor: Associate Vice President, Engagement

Responsibilities:

- **THOUGHT LEADERSHIP, EDUCATION, ADVANCING CORPORATE IDENTITY (60%)**
 - Support development and execution of annual educational programming plan to include webinars, in-person events, and collateral
 - Plan and host quarterly in-person events, duties including:



- Venue vetting/selection
 - Develop a diverse and relevant agenda
 - Communicate with and prepare speakers
 - Identify target organizations/ associations/clients for direct marketing
 - Registration management
 - Onsite logistics
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- Work with Director, Client Services & Engagement to develop biennial schedule for updating GBI's suite of professional credentials including Green Globes Professional (GGP), Green Globes for Emerging Professional (GGEP), and Guiding Principles Compliance Professional (GPCP) and any additional professional credentials
 - Oversees the end to end professional credential training development and maintenance
 - Work with contractors and subject matter experts on content creation
 - Identify continuing education organizations and submit courses for CEUs
 - Serve as the lead production project manager for webinars and other online trainings, coordinating with others to ensure seamless execution of educational programming
 - Identify and resolve risks and issues, offering viable solutions and opportunities where relevant
 - Collaborate on development of new and update existing collateral to support sales and marketing plan
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- **BUSINESS DEVELOPMENT / SALES SUPPORT / MARKETING SUPPORT (30%)**
 - Support creation and implementation of GBI marketing plan
 - Represent GBI at tradeshow, conferences, and events
 - Responsible for lead generation and follow up post event
 - Delegate leads as necessary
 - Track and monitor follow up activity in CRM, offer appropriate next steps
 - Compile monthly expense report for all educational program related expenses
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- **COORDINATION / OTHER DUTIES (10%)**
 - Share input with larger team to help improve GBI offered programs and services based on interactions with GBI community members in the field
 - Share ideas on future leaders for GBI initiatives and participate in recruitment of volunteers
 - Support GBI's larger team efforts and pursuit of goals toward annual operating objectives as needed
 - Liaise with organizations as the GBI member representative as requested
 - Other duties 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).
- Up to 25-30% travel required



Qualifications:

- Two to four years of relevant experience
- Working knowledge and experience managing projects that require working independently with minimal supervision, critical thinking, problem-solving, and decision-making.
- Strong organizational skills and high detail orientation
- Advanced PowerPoint skills
- Strong written and verbal communication skills
- Self-motivated and proactive
- Experience working with community building is a plus
- Experience with ON24 webinar platform is strongly preferred
- Experience with a Learning Management System is strongly preferred