



GREEN BUILDING INITIATIVE POSITION DESCRIPTION

POSITION TITLE: SR. MANAGER, MARKETING & ENGAGEMENT

Organization:

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

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:

\$66,000 to 69,000 based on prior experience at this level + association-wide bonus opportunity, full-time employees with medical, vision, dental, life, short- and long-term disability insurance, and a retirement matching program. GBI employees enjoy paid-time-off (PTO) that is accruable based on a schedule. All GBI employees are eligible for paid Sick Leave.

Supervisor: Associate VP, Engagement

Co-Manager: Director, Membership & Community

Responsibilities:

- **BUSINESS DEVELOPMENT/SALES SUPPORT (60%)**
 - Work with AVP, Engagement to develop and execute an Education and Promotion plan that supports market growth
 - Identify specific targets consistent with sales plans and qualify leads through business development leading to sales of assessment services, membership, and/or sponsorship
 - Engage in research, analysis and competitive intelligence-gathering for strategic



- planning, and organizational positioning
- Work with Director, State & Local Affairs and Director, Client Services & Engagement to educate A/E/C and CRE communities once markets open and identify local champions
- Develop and maintain high-profile relationships with national corporate portfolio managers and other prospects, customers, and organizations
- Maintain and prioritize GBI's conference calendar and coordinates conference logistics, including team attendance, sponsorships, marketing materials, and tradeshow booth logistics.
 - Identify speaking and sponsorship opportunities to increase brand awareness and bolster thought leadership programming
 - Present at, attend, or host booths at GBI prioritized conferences and events
 - Record event contacts in CRM and perform appropriate and timely follow up
- Assists in development of PowerPoint presentations and other resources for client meetings
- Leads both virtual and in-person education, including client meetings and presentations
- Represent GBI among industry associations to reach CRE and sustainability professionals locally and nationally
- **MARKETING & CORPORATE IDENTITY (25%)**
 - Support strategy development for marketing and communications program that increase the organization's brand, image, revenues and market share, work with staff, Board, and outside contractors in the development of the overall strategy
 - Support the development and execution of advertising, collateral, public relations/press releases, trade booths, and other communications aimed at GBI audiences; this involves a combination of overseeing contractors and creating select collateral pieces
 - Work with Engagement team on strategy and execution of a social media plan that includes use of LinkedIn, Twitter, Facebook, Instagram, G+, and YouTube
 - Works with Manager, Creative Content to develop and execute email marketing campaigns and corresponding social media campaigns
 - Work with contractors to monitor website traffic and opportunities for exposure, deliver market research and branding collateral tools
 - Maintain media contact lists and oversee email list maintenance
- **ORGANIZATIONAL MEMBERSHIP/ SPONSORSHIP (15%)**
 - Support Director of Membership & Community, Client Services (CS) and Outreach Team with recruitment at \$500 through \$5,000 and conduct follow-up ensuring that invoices are created, issued, and properly tracked.
 - Support and solicit sales of sponsorships for any in-person GBI hosted events and webinars.

Requirements:

- Employees 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. Minimum download speed is 15 mbps (30+ mbps recommended). Minimum upload speed is 2 mbps (5+ mbps recommended).
- 25-30% travel may be required; training in one or more locations.



Qualifications:

- A minimum of 3 years' experience working within the national A/E/C industry in a marketing or project management capacity, or working within a high-tech field that relates to building design, construction and/or operations
- Experience working with firm/business owners and senior professionals in a business development role, or as a marketing manager
- Demonstrated success in public relations, industry specific content creation, creating high impact collateral and website content, and leveraging social media (beyond knowledge of Facebook, Instagram, Twitter and LinkedIn) required
- Exceptional customer service orientation
- Ability to connect with a variety of client types/personas
- Strong problem solving and decision-making ability
- Excellent written and verbal communication skills
- Ability to create and deliver presentations
- Technical aptitude with strong computer literacy; proficiency with Microsoft Office; Adobe Creative Suites and JavaScript or html familiarity is a plus
- Strong organizational skills
- Self-motivated and proactive
- Experience using Salesforce.com or other CRM platform
- Marketing, public relations, and communications professional certifications are a plus
- Multi-lingual speaker is a plus (French, Portuguese, and/or Spanish)

Education:

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