

## **Senior Manager Marketing & Communications**

### **About New Buildings Institute**

New Buildings Institute (NBI) is at the forefront of a wide range of national and regional policy, program and technical initiatives focusing on high performance residential, commercial, and multifamily buildings that drive energy and carbon reduction. Widely respected in the industry for its leading-edge thinking on improving building energy performance, NBI is a nonprofit, mission-driven organization committed to making a difference. We work with national, regional, state, and local non-governmental organizations, agencies, utility groups and companies to promote improved energy performance in policies and practices. Projects include building research, design guidelines, carbon policies and advanced code activities focused on making buildings better for people and the environment.

We recognize there are structural injustices and inequities in our systems and climate work. NBI is committed to the journey necessary to ensure every member of our society has equal access to and benefits from zero energy and zero carbon. This means we must partner with people of color and low-income communities in achieving ambitious energy efficiency and carbon reduction goals.

### **About the Position**

The position requires a motivated self-starter with strong organizational and critical thinking capabilities as well as the ability to communicate complicated topics in a manner that builds knowledge among a range of audience segments. The Senior Manager in Marketing and Communications works across all of NBI's three program areas (Leadership and Market Development, Building and Program Innovation, Advancing Codes and Policy) to ensure that NBI's work is known and applied in the marketplace. This position also may support select Corporate Communications efforts.

This position is full-time and exempt. NBI's office is in downtown Portland, Oregon, however we will consider qualified candidates who can work remotely from anywhere in the United States.

### **Responsibilities**

- Cultivate supportive relationships with experts in the field and other key stakeholders to ensure the effectiveness, efficiency, and relevance of NBI's work.
- Act as a consultant to NBI project staff by taking their best practice technical material and developing public-facing resources that can be used and applied by target audiences.
- Raise awareness about NBI's critical information and resources through strategic marketing and outreach.
- Support writing and editing projects in a variety of forms including blogs, guidance, press releases, backgrounders, website material, etc.

- Concept information into infographics and other graphical content working with a designer on development.
- Help maintain resources that raise the profile of staff thought leadership and technical knowledge in the industry.
- Act as media point of contact managing press inquiries and supporting staff in interview prep and media training.
- Support Marketing and Development Director with strategic planning and implementation. These include opportunities for field engagements, and linkages between different stakeholder groups working in building decarbonization.
- Support development and implementation services to efficiency organizations and others contracted for Marketing & Communications support.

### **Qualifications**

The Senior Manager, Marketing & Communications will have 10-12 years of experience working in the energy efficiency/buildings industry with increasing responsibilities in the following qualifications:

- Bachelor's Degree in Business Administration, Communications, or related field; Master's degree preferred
- Knowledge about the aspects of building efficiency and decarbonization based in applied experience working in the green buildings, energy efficiency industry
- Comfort interfacing with stakeholders and clients as a subject matter expert
- Excellent organizational abilities with acute attention to detail
- Project management skills with ability to budget and create schedules
- Excellent written, interpersonal and verbal communication skills
- Demonstrated skill and experience drafting and editing technical copy
- Ability to take technical material and develop into presentation materials and/or public social media, email and print campaigns
- Highly proficient in Microsoft Office suite and preferably Adobe Creative Suite software
- Savvy in social media and media relations (earned media)
- Graphic design sense and capabilities
- Self-motivated with a desire to exceed objectives
- Professionalism, poise, and the ability to work as part of a team, maintain a sense of humor, and interact with a diverse array of people

### **Additional Information**

NBI offers the following for this position:

- Base salary range: \$75,000 – 85,000 (commensurate with experience and location)
- Extremely generous insurance benefits package (100% of employee only premiums paid by NBI for health & dental; new hires are eligible the first of the month after 30 days of employment)
- 160 hours of accrued Paid Time Off (combined vacation and sick for a full year)
- 11 paid holidays



- 401(k) with company and safe-harbor match available the first of the month after three months of employment
- A dynamic, collaborative, and exciting place to work full of passionate and dedicated people all working towards our collective mission!

**How to apply:**

Email a cover letter, resume, and salary requirements to [careers@newbuildings.org](mailto:careers@newbuildings.org). Please write "Senior Manager" in the subject line. References and a writing sample may be requested later. For more about New Buildings Institute, visit [www.newbuildings.org](http://www.newbuildings.org).