

## **Associate Director of 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 buildings. Widely respected in the industry for its leading-edge thinking on improving building performance, NBI is a nonprofit, mission-driven organization committed to making a difference. We work with national, regional, state, and local agencies, non-governmental organizations, utilities, and companies to promote improved energy performance in buildings. Projects include building research, design guidelines, policy and code activities focused on making buildings better for people and the environment.

### **About the Position**

NBI seeks an Associate Director to lead our nonprofit's talented team of marketing and communications professionals. The ideal candidate is a motivated self-starter with strong organizational and critical thinking skills that can effectively communicate difficult topics to a wide stakeholder audience across a variety of media platforms. In this role, the Associate Director will lead the development and delivery of marketing strategies, communications messaging and design, and other campaign activities in support of our clients' goals that enable our organization's mission.

Marketing and communications experience in the energy or climate-change sectors is strongly preferred; a demonstrated passion for our mission is a requirement. The Associate Director will supervise up to six internal staff and several subcontractors that all support NBI's program areas including Leadership and Market Development, Building Innovation, and Codes and Policy.

### **Job Duties & Responsibilities**

#### *Direct Client-Facing Projects*

- Act as a consultant to clients and NBI project staff by transposing their goals and best practice technical materials into industry-best public-facing resources that can be used and applied by target audiences.
- Support writing and editing projects in a variety of forms including blogs, guidance, press releases, backgrounders, website material, and more.
- Take concepts and information and transform them into infographics and other graphical content by working with a designer and project team on their development.
- Direct the completion of customer and internal reports, presentations, and other collateral materials.

### *External Relations*

- Serve as NBI's primary media point of contact by managing press inquiries and supporting staff in interview prep and media training.
- Represent NBI by disseminating best practice information in meetings and presentations, the marketing of published papers, and participating in talks at conferences and events.
- Represent NBI with key stakeholders including policymakers, elected officials, sponsors, and funders.
- Raise awareness about NBI's critical information and resources through strategic marketing and outreach.
- Help maintain resources that raise the profiles of NBI staff while growing thought leadership and technical knowledge in the industry.

### *Events & Partnerships*

- Provide marketing and communications strategies, plans, and project support for key NBI and partner events.
- Oversee educational outreach activities such as industry webinars, training videos, and in-person events.
- Support the management and development of partnerships amongst industry peers and collaborators.
- Support staff and customer engagement opportunities for field visits, industry conferences and events, and publicity events with different stakeholder groups working in building decarbonization.

### *Supervise & Collaborate with Staff*

- Directly supervise staff to ensure projects and deliverables are achieved on time and budget.
- Oversee the organization's communications processes and resources that include our website, social media accounts, analytics systems, and more.
- Guide the continuous improvement of NBI's messaging and visual strategies across multiple brands owned and/or operated by the organization.
- Support our business development team with strategic planning and project scoping.
- Share business and market intelligence garnered from digital analytics tools such as HubSpot with colleagues to guide project effectiveness and customer satisfaction.
- Provide leadership in developing program, organizational, and financial plans with the organization's staff, carrying out plans and policies authorized by the board.
- Manage the day-to-day activities of the marketing and communications team, assuring the wise utilization of staff resources and the quality and timely completion of key deliverables.
- Empower staff and make the organization a rewarding place to work that will attract and retain the best people in the field.
- Contribute to a positive work environment for staff.

## **Candidate Qualifications**

### *Required*

- At least ten years' professional experience in marketing and communications.
- Bachelor's Degree in Business Administration, Marketing, Communications, or related field.
- Knowledge about the aspects of building efficiency and decarbonization based in applied experience working in the industry.
- Comfort interfacing with stakeholders and clients as a marketing and communications subject matter expert.
- Excellent organizational abilities with acute attention to detail.
- Project management skills with an ability to effectively budget and manage schedules.
- Excellent written, interpersonal, and verbal communication skills
- Demonstrated skill and experience drafting and editing technical copy.
- Ability to transform highly technical material into presentation materials and/or public social media, email, and print campaigns.
- Highly proficient in Microsoft Office suite with functional knowledge of Adobe Creative Suite, Google Analytics, and other software used by professional marketing and communications teams.
- Savvy in social media and media relations.
- A demonstrated understanding of transposing stakeholder ideas into effective graphic design.
- Self-motivated with a desire to exceed objectives.
- Professionalism, poise, and a demonstrated ability to lead a team.
- Experience working with CRM systems; HubSpot experience a plus.
- Growth mindset with a desire to learn new skills and mentor direct reports.
- An approach to work that is positive, solution-oriented, optimistic, and enthusiastic.

### *Desired*

- At least five years' professional experience working in the energy efficiency, clean energy, or buildings sectors
- Strong copy-editing aptitude and grammar competency.
- Experience leading public and media relations for a nonprofit organization.
- Strong understanding of marketing and communications-related data analytics.

## **Reporting Structure**

This position reports to the Director of Core Mission Support and supervises all members of the Marketing & Communications team.

## Location

This position is a full-time, exempt position. NBI's office is in downtown Portland, Oregon. Qualified candidates outside the Portland area are encouraged to apply as we will consider hiring in remote work location.

## Compensation and Benefits

NBI offers the following for this position:

- Base salary range: \$105,000.00 - \$135,000.00 (commensurate with experience)
- Insurance benefits (100% of employee only premiums paid by NBI; new hires are eligible the first of the month after 30 days of employment): Medical, vision and dental insurance, Life insurance, AD&D insurance, Long Term Disability insurance
- 160 hours of accrued Paid Time Off (combined vacation and sick for a full year)
- 11 paid holidays
- Additional optional benefits available the first of the month after 30 days of employment include: Flexible Spending Accounts (healthcare & dependent care); Health Savings Account; Accident insurance; Cancer insurance; Critical Illness insurance; Short Term Disability insurance; Term & Whole Life insurance; Identity Theft insurance; Pet insurance
- 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!

NBI is an equal opportunity employer and is committed to a policy of nondiscrimination on the basis of race, color, religion, national origin, gender, gender expression, age, marital status, sexual orientation, military status and disability in all of our work and activities, including hiring practices. We believe in a positive work/life balance and are committed to our employees' health and well-being. NBI is also committed to championing diversity, equity, and inclusion across all areas of our organization, and have enacted hiring practices to support this commitment.

We understand that your career search may look different than others. Our hiring team wants to make sure that this would be a fit not just for us, but for you long-term. If you are actively looking or starting to explore new opportunities, send us your application! Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single requirement. At New Buildings Institute, we are dedicated to building a diverse, inclusive, and authentic workplace, so if you're excited about this role but your experience doesn't align perfectly with every single qualification in the job description, we encourage you to apply anyways.

**To Apply**

Email your resume and salary requirements to [Careers@NewBuildings.org](mailto:Careers@NewBuildings.org). Please write "Associate Director of Marketing & Communications" in the subject line. Reference and background checks are performed prior to employment. Any applicant with a mental or physical disability who requires an accommodation during the application process should contact [Careers@NewBuildings.org](mailto:Careers@NewBuildings.org) to request an accommodation.

*For more about New Buildings Institute, visit [www.NewBuildings.org](http://www.NewBuildings.org).*

*New Buildings Institute is an equal opportunity employer.*