

Market Engagement Manager

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 national 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

The Market Engagement Manager serves as NBI's lead in establishing and maintaining mutually beneficial relationships with private, public, nonprofit, and institutional organizations that share our mission for decarbonizing and electrifying the built environment. This role requires a motivated self-starter with strong organizational and analytical capabilities as well as the ability to communicate complicated topics in a manner that builds knowledge among targeted audiences. The Market Engagement Manager will use their existing industry relationships, along with NBI's, and professional acumen in networking and relationship management to help NBI and partner organizations achieve mission impact.

Job Duties & Responsibilities

NBI's efforts are grounded in strong technical research and analysis and communicating to the various market actors the policies and practices that are driving a healthy and efficient built environment. This position supports our efforts to advance the net zero energy and carbon neutral buildings market in all sectors. Responsibilities include the following:

- Develop, cultivate and maintain key target client and stakeholder relationships, as well as connections with industry and trade organizations.
- Using NBI three-year Strategic Plan, drive development and implementation of engagement plan including focus audiences of state government, utilities, etc.
- Collaborate with NBI leadership and Development team to set strategic partnership priorities, and track engagement over time in alignment with the Engagement Plan.
- Work with Development team to secure select contracts and sponsorship agreements including contract proposal scoping, writing, and delivery.

- Coordinate with Marketing & Communications staff to develop cross-cutting communications and co-lead market engagement campaigns that broadly engage partners and internal teams.
- Convene partners, stakeholders, and NBI clients for range of events, summits, workshops and meetings
- Facilitate transfer and integration of NBI-developed tools and information to stakeholder groups and clients.
- Coordinate among staff on delivery of priority “memorandum of understanding” scopes and outcomes.
- Support and coordinate NBI technical staff providing thought leadership through presentations at conferences and other public venues.

Client Services:

With direction from senior and project staff, oversee or contribute to occasional NBI external-facing projects related to outreach and engagement:

- Support development and management of budgets;
- Identify and solve problems during project implementation and delivery;
- Ensure efficient and cost-effective use of project resources.
- Oversee work of NBI staff, subcontractors, and vendors, verifying accuracy and completeness
- Provide insights on market trends and needs, and conduct market research and analysis, if necessary.
- Engage external partners in public campaigns including Heat Pump Water Heater Day and Net Zero Buildings Week
- Manage delivery of educational programming and presentations in a professional and polished manner.
- Support program efforts in the development and delivery of communications assets and releases of reports, guidance, presentations and other promotions to critical stakeholders.
- Contribute to a positive work environment for staff.

Candidate Qualifications

The Market Engagement Manager is a mid-level position that requires a technical understanding of energy and carbon in buildings and has the following qualifications:

Required

- Minimum of five years of professional experience working in energy efficiency, utility program implementation or green building consulting services.
- Knowledge of advanced building energy codes, policies, and programs
- Understanding of market transformation theory, approaches, and implementation.

- Ability to build and maintain professional relationships, sponsorships and/or partnerships with a range of government agencies, private companies, and non-profit organizations.
- Project management, group facilitation, and leadership experience.
- Proven ability to effectively manage multiple projects simultaneously.
- Ability to perform under pressure, work with a wide variety of constituents and meet deadlines.
- Exceptionally strong inter-personal communication, writing and presentation skills, including public speaking.
- Empathic relationship management.
- Proficiency in Microsoft SharePoint, Teams, Office software, including Word, Excel, and PowerPoint.
- Approach to work that is positive, solution-oriented, collaborative, optimistic, and enthusiastic.
- Eagerness to work toward solving our climate crisis.

Other Desired Qualifications

- Intermediate graphic design capabilities, generally in creating PowerPoint slide decks.
- Media relations experience.
- Experience writing winning proposals, sponsorships, and other business development agreements.
- Bachelor's or Master's Degree in business, environmental policy, or related field.
- Experience in effectively managing staff and volunteers.

Reporting Structure

This position reports to the Associate Director of Development.

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 locations.

Minimal overnight travel is anticipated for this position for conferences, events, professional development activities, or client meetings.

Compensation and Benefits

NBI offers the following for this position:

- Base salary starts at \$69,817.00. The candidate's final salary offer will be based on the candidate's skills, education, work location, and 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.

To Apply

Email your resume and salary requirements to Careers@NewBuildings.org. Please write "Market Engagement Manager" 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 to request an accommodation.

For more about New Buildings Institute, visit www.NewBuildings.org.

New Buildings Institute is an equal opportunity employer.