

## Marketing & Communications Manager

### About New Buildings Institute

New Buildings Institute (NBI) is 501 c3 at the forefront of a wide range of national/regional policy, program, and technical initiatives focusing on high performance buildings. Widely respected in the industry, NBI works with a variety of stakeholders (such as government agencies, NGOs, utilities, and for-profit 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 experienced Marketing & Communications Manager to support our growing team and clientele. The ideal candidate has seven years of professional marketing experience and proven skills in bringing concepts and ideas to fruition. The MarCom Manager works closely with technical staff to create and implement comprehensive marketing campaigns that effectively communicate broad and detailed topics related to building decarbonization, design, construction, operations, energy efficiency, and more.

This position reports directly to the Associate Director of Marketing and Communications.

### Responsibilities

1. **Develop and Implement Communications Strategies:** Design and execute comprehensive communication strategies that align with NBI's Vision and Mission. This includes creating cohesive and compelling narratives to convey the intent and impacts of our initiatives and projects to a wide variety of stakeholder audiences.
2. **Brand Management:** Ensure consistent messaging and brand representation across all communication platforms. Oversee the development and maintenance of brand guidelines, graphic design standards, communication templates, and marketing collateral to ensure brand integrity.
3. **Content Creation:** Lead content creation efforts, including writing and editing engaging content for press releases, blog posts, website content, social media, and other communication channels. Collaborate with subject matter experts to translate technical information into accessible and compelling content.
4. **Media Relations:** Cultivate and maintain strong relationships with media outlets, journalists, and industry influencers. Proactively pitch stories, press releases, and thought leadership pieces to secure media coverage that showcases the company's accomplishments and innovations.
5. **Digital Marketing:** Utilize digital marketing strategies to enhance the organization's online presence, drive traffic to our platforms, and increase engagement. This includes managing social media channels, email campaigns, and website content updates.
6. **Internal Communications:** Develop and execute internal communication strategies to keep employees informed and engaged. Facilitate communication between different departments to ensure alignment and understanding of company goals and initiatives.

7. **Event Management:** Plan and coordinate public events, webinars, and speaking opportunities to promote thought leadership and execute client deliverables.
8. **Metrics and Analytics:** Monitor and analyze the effectiveness of communication efforts, using data and metrics to make informed decisions and optimize future strategies.
9. **Crisis Communications:** Develop crisis communication plans and strategies to effectively address and mitigate potential reputation risks. Serve as a key point of contact for handling communication during and after sensitive situations and events.

### Requirements:

- Bachelor's degree in Communications, Public Relations, Marketing, or a related field. A Master's degree is a plus.
- Proven experience (7+ years) in communications, public relations, or marketing roles, preferably in the energy efficiency or clean energy industry.
- Demonstrated success in developing and executing communication strategies that drive brand awareness and engagement.
- Strong writing, editing, and storytelling skills with the ability to simplify complex technical information for a broader audience.
- Excellent media relations skills and a track record of securing media coverage.
- Proficiency in digital marketing tools and platforms, including social media management and email marketing (Hubspot experience is a plus).
- Experience in crisis communications and reputation management.
- Ability to work collaboratively with cross-functional teams and external partners.
- Passion for sustainability and a deep understanding of clean energy and energy efficiency landscape.
- Exceptional organizational, time management, and project management skills.

### Location

This is a full-time, exempt position. In office, hybrid, and remote work are available for this position. Minimal overnight travel is anticipated for this position.

### Compensation and Benefits

- Base salary starts at \$62,030.00- \$83,058.17
- 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): 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 time 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.

NBI is an equal opportunity employer and is committed to 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 "Marketing and Communications Manager" in the subject line. Reference and background checks are performed prior to employment. Any applicant with a mental or physical disability who requires accommodation during the application process should contact [Careers@NewBuildings.org](mailto:Careers@NewBuildings.org) to request accommodation.

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