

## **Position Available: Marketing Coordinator**



Green Ideas Building Science Consultants provide support for building owners, architects, engineers, contractors and facility managers who build and maintain high-performance, sustainable buildings. Our services include high-performance building consulting, daylight / energy modelling and analysis, water efficiency consulting, LEED project management, educational programs and BIM implementation services. The Green Ideas team has completed more than 100 LEED certified projects representing over 25 million square feet of sustainable space. Due to both the technical knowledge and practical experience of our principals and consultants, Green Ideas has become a recognized leader in the green building industry throughout the United States.

### **DESCRIPTION OF POSITION:**

The Green Ideas Marketing Coordinator adds value to the company by demonstrating leadership, creativity, organizational and versatile communication skills. Responsibilities include written communications and documentation as it relates to business opportunities, marketing communications, social media management, and business development activities. The person in this position is largely accountable for the development and maintenance of all written communications programs. A sincere interest in the advancement of high-performance building design is imperative to Green Ideas' team members. Areas of accountability include:

### **RESPONSIBILITIES:**

- Research and coordinate any and all Public Relations opportunities; create and maintain a media contact database
- Coordinate, create and distribute e-marketing collateral, including monthly newsletter, special announcements and holiday greetings
- Maintain and update company websites and marketing collateral, including social media, brochures, project profiles and corporate Powerpoint presentations
- Coordinate and manage calendar for public speaking and writing commitments, conferences and special functions for the Green Ideas team
- Coordinate all Green Ideas internal events
- Manage marketing collateral for tradeshow including booth, videos, and other marketing materials
- Catalogue and maintain project awards and photos
- Create marketing packets for Principals and Director for client meetings and speaking engagements
- Update project sales forecast and client database in contact relationship management software
- Maintain and update collateral for Statement of Qualifications (SOQ) package, including resumes, firm profile and project highlight lists
- Creation of proposals for the Business Development team
- Provide additional support to Marketing and Business Development Director in all areas of responsibility

### **SKILLS & EXPERTISE:**

- Excellent organizational and communication skills
- Ability to clearly and effectively communicate ideas both written and oral/verbal
- Excellent writing abilities including grammatics, content and editing for technical and analytical reports for marketing purposes
- Experience with contact relationship management (CRM) software
- Expertise in creating detailed Powerpoint presentations
- Expertise in MS Word, Excel, and Outlook
- Experience with graphic design software such as Adobe In Design, Illustrator, and Photoshop
- Experience with Social Media platforms such as Twitter, Facebook, LinkedIn and You Tube
- An aptitude to learn new software as technology advances

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**EDUCATION AND EXPERIENCE:**

- LEED Accredited Professional or Green Associate preferred
- Degree from an accredited university (Marketing or Communications preferred)
- 2+ years related experience with demonstrated professional advancement
- Certifications from, or affiliation with, industry organizations in the building sector
- Experience or involvement with USGBC / GBCI

**SALARY RANGE:**

Green Ideas offers market-competitive salary packages appropriate to the applicant's experience level.

**APPLY FOR THIS POSITION:**

Please send a letter of interest and a resume to [Charlie@Egreenideas.com](mailto:Charlie@Egreenideas.com) or call 602-635-7925.