

## MARKETING COORDINATOR

At GreenerU, we envision educational and community institutions leading the world in mitigating climate change. Our mission is to help our clients achieve climate neutrality and sustainable operations.

GreenerU helps institutions navigate the organizational, operational, and infrastructure changes required to reach climate neutrality through planning, engineering, and implementation. We're in this because we care—about the planet, about our clients, and about each other.

We are looking for a committed, passionate, fun, and energetic individual to join our team.

### THE POSITION

GreenerU seeks a full-time marketing coordinator who is passionate about climate change mitigation, particularly in leading educational and community institutions on a path to climate neutrality. We are a busy, fun, and supportive workplace with a staff ranging from climate action planning professionals to energy engineers to construction workers. The marketing coordinator will report to the vice president of planning and customer engagement.

### REQUIRED SKILLS AND EXPERIENCE

- Bachelor's degree with a minimum of three years of relevant work experience
- Relevant and demonstrated experience in developing marketing campaigns for the energy efficiency, decarbonization, and climate change mitigation industry
- Excellent writing abilities with advanced competence in grammar, "voice," and diverse writing styles (conversational, academic, marketing)
- Demonstrated ability to research climate-related subjects and articulate complex ideas clearly and succinctly
- Excellent interpersonal, collaboration, and communication skills
- Ability to present information in a clear, concise, objective, and fact-based manner
- Creativity in problem-solving, project management, and teamwork
- A natural drive for excellence, continuous improvement, and cooperation
- Openness to give and receive ongoing feedback
- Proficiency with MS Office (Word, PowerPoint and Excel), G Suite (Google Docs, Sheets, Forms, and Drive), and multiple Zoom functions
- Sense of humor

### PREFERRED SKILLS AND EXPERIENCE

- Bachelor's degree or equivalent in marketing, business development, or similar
- Graphic design capabilities using InDesign, Illustrator, and Photoshop and ability to abide by GreenerU's and/or clients' visual style guidelines
- Experience with SEO functionality and trends in marketing data analytics
- Work experience in a firm or nonprofit devoted to energy, environment, consulting, engineering, and/or construction
- Background in contributing to and celebrating diversity in the workplace

## PRINCIPAL DUTIES AND RESPONSIBILITIES

- Researching and drafting blog posts in the GreenerU “voice”
- Coordinating, writing, and/or formatting proposals for client work
- Developing and organizing GreenerU-hosted webinars
- Managing, maintaining, and updating GreenerU’s website
- Researching for, maintaining, and updating clean, complete data in HubSpot, GreenerU’s CRM software
- Managing marketing campaigns through HubSpot CRM and tracking campaign metrics
- Developing GreenerU’s marketing materials (flyers and other collateral)
- Managing, coordinating, and attending GreenerU’s corporate sponsorships and engagement at conferences and developing early customer relationships
- Assisting with presentation development consistent with GreenerU’s brand standards
- Copyediting and proofreading colleagues’ materials as needed
- Identifying improvements in articulating our brand
- Coordinating advertising and underwriting opportunities
- Securing and managing outside consultants, such as photographers, videographers, graphic designers, web developers, and other creative service industry professionals as needed

## OUR CULTURE

At GreenerU we create a culture of excellence, key components of which include:

- Strong collaboration both internally and with our clients
- Putting our clients’ interests first
- Continually raising the bar by which we measure success
- Frequently seeking feedback from and respectfully providing feedback to co-workers and clients on how to grow and improve
- Hiring and promoting high-performing individuals

Furthermore, as a mission-driven company, it is important that GreenerU emulate its values and interest in achieving broader sustainability on a daily basis both internally and externally. GreenerU strives to create an environment and operate in a fashion that reflects our values and mission. Employees need to understand and embrace the values our team honors every day.

GreenerU is a workplace environment committed to diversity, inclusion, equity, and justice. We are an affirmative action, equal opportunity employer and encourage candidates of diverse backgrounds to apply. We are looking for a committed, passionate, fun, and energetic individual to join our team.

GreenerU offers ample learning opportunities and an inside look at how many of our clients—college campuses, independent schools, and nonprofit organizations across the country—are approaching and leading climate change mitigation. We offer a flexible schedule and a mostly remote working environment.

Candidates are encouraged to apply to [info@greeneru.com](mailto:info@greeneru.com) by providing a resume and one-page cover letter describing your interest, skills, and relevant background experience. Candidates will be required to submit writing samples and references upon request. **No calls, please.** All staff is expected to be fully vaccinated for Covid-19. **For more information about GreenerU, please visit our website at [www.greeneru.com](http://www.greeneru.com).**