

# Marketing and Outreach Associate

## Job Description

### Job Description

The US Green Building Council Central California (USGBC-CC) is looking for a Marketing and Outreach Associate. The Marketing and Outreach Associate, a part time position, works with the team to promote USGBC-CC projects, including community and outreach events. Strong writing and communication skills are required. The Associate is focused on increasing, broadening and deepening project participation, as well as making the general public aware of USGBC-CC produced works and programs. Planning and implementing promotional strategies for all our projects is a core responsibility of this position. A substantial part of this communication and outreach work includes creating content and designing promotional materials for media and target audiences, as well as executing social media campaigns on a variety of web-based platforms. The Communications and Outreach Associate also helps develop collaborative relationships with a wide variety of Central Valley based organizations, businesses, and schools. The Marketing and Outreach Associate reports to the Executive Director.

### Duties and Responsibilities

- Promote USGBC Central California projects to stakeholders and the general community
- Develop and implement an integrated strategic communications plan to advance brand identity
- Broaden awareness of projects and increase visibility across key stakeholder audiences
- Write, update, edit and oversee production and design of printed materials
- Support media outreach, issue press releases, fielding media inquiries and creating and maintaining media lists
- Prepare photography and other media for publication and maintain digital media library
- Work with staff and volunteers to develop and implement social networking strategies, developing content and monitor and respond to inquiries
- Manage website, including: maintain integrity of website content and structure; monitor and report on key metrics from Google Analytics; and utilize Search Engine Optimization
- Manage and execute email communications program, including quarterly e-newsletters, campaign messages and fundraising e-appeals
- Assist with fundraising and outreach events
- Perform miscellaneous job-related duties as assigned

### Qualifications

- Bachelor's degree; Proven experience in relevant position
- Tech savvy; proficient in MS Office, Google platforms, Adobe Creative Suite and self driven to learn new systems
- Advanced knowledge of social media
- Experience with graphic design and website management

- Self-motivated and able to work with minimal oversight
- Excellent time-management and organizational skills
- Outstanding verbal and written communication skills
- Detail-oriented and efficient
- Access to personal computing devices
- Preference given to local applicants (within one hour drive of Fresno, CA)

#### Desired Qualifications:

- Knowledge of building, green and/or nonprofit industry a plus
- Passion for sustainability and green building practices

#### Physical demands:

While performing the duties of this job, the employee is regularly required to use hands and fingers. The employee frequently is required to stand, walk, sit and reach with hands and arms, kneel, talk and hear. At times, this position may include periods of extended physical activity such as walking/standing at community events and/or moving and distributing educational materials. The employee must occasionally lift and/or move items weighing up to 40 pounds. This is a work from home opportunity with requirements for in-person meetings.

#### Hours and Compensation:

This is a grant based and part-time position (20 hours a week). Payment \$17-20 an hour, depending on experience.

#### To Apply:

Please send a cover letter detailing how you would contribute to the programs at USGBC-CC, a current resume, and contact information for three professional references to [lgromis@usgbccc.org](mailto:lgromis@usgbccc.org)

#### About USGBC-CC

USGBC Central California is a 501 (c)(3) non-profit organization that educates, inspires, and provides resources to build and maintain sustainable communities right here in Central California. USGBC-CC covers Fresno, Kern, Kings, Madera, Mariposa, Merced and Tulare County. USGBC-CC's Mission is to transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy and prosperous environment that improves the quality of life. USGBC-CC's programs focus on education, networking and advocacy for climate change solutions in the built environment. USGBC-CC is an equal opportunities employer.