

Position: *Senior Marketing Manager*
Reports to: Executive Director
Location: The Director Building | 808 SW 3rd Ave, Ste 800
Portland OR 97204
Classification: Full-time, exempt (40+ hours/week)
Job Close Date: Open until filled



At Earth Advantage Institute (EAI), we believe in collaboration, innovation, and transparency. EAI's social entrepreneurial culture produces unique, results-driven solutions that benefit our clients, partners, and society as a whole. We are deeply committed to developing market mechanisms that catalyze broad behavioral change and the adoption of sustainable practices. We seek to attract and retain smart, motivated colleagues who are passionate and committed to their work and to the success of the organization. Together, we are striving to make a positive difference in our community, our industry, and in the world. Visit earthadvantage.org for more information.

Position Overview

As the Senior Marketing Manager, you will develop and execute marketing strategies that support organizational and affiliated product and service brands. Key objectives include brand development and enhancement, communication strategies, and market research.

Role Description

- Create and implement marketing strategies for all EAI products, programs, and initiatives.
- Develop tactical solutions to achieve marketing-related core strategic objectives.
- Develop and maintain a budget and schedule for the delivery of marketing strategies and products.
- Manage the development and execution of web and social media strategies.
- Oversee the creation of marketing collateral.
- Provide leadership to a small marketing team.
- Track industry news via social media outlets.
- Collect industry trend intelligence from relevant EAI colleagues to inform marketing efforts.
- Manage media relations.
- Develop and maintain relationships with key EAI stakeholders.
- Contribute meaningfully to EAI's strategic objectives.

Role Competencies

Required:

- Minimum of 5 years in a marketing role plus management experience.
- Demonstrated success in marketing planning and strategy implementation.
- Demonstrated ability to operate effectively as both strategist and tactician.
- Experience working in a very fast-paced, team-oriented environment.
- Demonstrated leadership and supervisory qualities.
- Entrepreneurial spirit and creative approach to problem solving.
- Demonstrated project management and time management skills.
- Familiarity with website development.
- Ability to comfortably interface across multiple organizational levels and across multiple industry sectors.
- Excellent presentation, written communication, and interpersonal skills.
- Attention to detail and excellent follow-through.
- Bachelor's degree, ideally in communications, marketing, or business administration.

Preferred:

- 3 - 5 years prior experience in the utility/energy efficiency/green building/sustainability sector.
- MBA degree.
- Experience identifying broad sustainability trends.

How to Apply

Please submit the following materials to apply for this position (PDF or Word format):

- Resume
- Cover letter detailing qualifications, suitability for this position, and **salary requirements**
- Three professional references (can be provided upon request, if preferred)

Please note: Incomplete applications will be disregarded.

Submit application materials by email to: jobs@earthadvantage.org

Subject line should read: "Senior Marketing Manager – Last name, First name"

NO PHONE CALLS, PLEASE

About Earth Advantage Institute (EAI)

Earth Advantage Institute is a nonprofit organization that works with the building industry to implement sustainable and energy efficient building practices. Its mission is to create an immediate, practical, and cost-effective path to sustainability and to the reduction of carbon in the built environment. The organization achieves its objectives through an innovative range of green building and energy efficiency products and services. These include certification of high performance homes, remodels, sustainable communities, and commercial spaces. Other areas of expertise cover energy disclosure & performance, building stock assessments, water conservation, and carbon foot printing and reporting. The Institute's education department offers basic and advanced courses on building science, green marketing, and green building valuation. EAI's performance testing technical services team provides a variety of onsite building assessments, energy audits, and standards verification.



*Earth Advantage Institute (EAI) is an Equal Opportunity Employer
We offer competitive compensation and generous benefits packages*

Earthadvantage.org