

Marketing Manager

Posted: January 21st, 2021

Job Closes: February 12th, 2021

To apply, email a resume and cover letter by February 12th to: info@mygreenlab.org. Please reference 'Marketing Manager Job Posting' and your name in the email subject line.

Job Description

My Green Lab (MGL) seeks a passionate and motivated Marketing Manager to grow our multiple brands, raise our profile, and increase our impact. The successful candidate will have a demonstrated ability to build and manage brands for nonprofits, private enterprises, and/or business units. Experience working in corporate sustainability, green labs, green buildings, or a related field is highly desirable.

This is a full-time position with healthcare benefits. MGL is a 100% remote workforce: this position will be permanently based out of a home office. Less than 20% travel is expected. Compensation is competitive and commensurate with experience.

Overview of Responsibilities

The Marketing Manager leads MGL's digital, print, and in-person marketing and outreach efforts. Working with the CEO, they help shape the organization's overall brand and messaging, as well as those of our individual programs. The Marketing Manager must be a creative leader who has demonstrated experience growing an organization's brand awareness and reputation. MGL takes a data-driven approach to our business and our marketing, so the marketing manager must understand how to leverage technology platforms to track the ROI of their efforts and quantify their performance relative to the organization's goals and KPIs. Working with our sales and business development team, the successful candidate will demonstrate that their marketing efforts result in new leads and sales opportunities.

MGL's Marketing Manager must be passionate about the organization's mission and be able to clearly articulate its importance and relevance both in the context of the global sustainability movement as well as within the scientific community.

My Green Lab Background

Laboratories represent an enormous, untapped potential for sustainability. They discard over 12 billion pounds of plastic annually, and they consume 5-10 times more energy and water than office spaces. Worldwide, laboratories comprise an industry that is 3 times the size of the building products space and just over half the size of the automotive industry.

My Green Lab is a non-profit organization dedicated to reducing the environmental impact of laboratories by building a culture of sustainability through science and directly engaging scientists and the teams of people who support them. Our members and supporters range from small laboratories to some of the science community's largest corporations and academic institutions. Run "for scientists, by scientists," we develop

standards, oversee their implementation, and inspire the many behavioral changes that are needed throughout the science community. In addition to motivating behavioral changes in and around the lab through easily and rapidly implementable tools with clear measurement and verification, we are also leading data-driven research into environmental health impacts and resource consumption.

Since our founding in 2013, MGL has grown from a grassroots effort to the most influential organization in the laboratory sustainability space. We are excited to invite an exceptional Marketing Manager to lead our marketing and outreach efforts as we continue to grow our impact globally.

Key Responsibilities

The key responsibilities of this position include, but are not limited to:

Digital and Print Marketing

The Marketing Manager is responsible for managing all of MGL's public-facing digital marketing strategy and tools, including the website, social media, and email marketing. Along with the CEO they will also manage the organization's social media, Google AdWords, and oversee graphic design consultants.

Event Management

MGL holds an annual 200+ person online annual conference. The Marketing Manager will be responsible for working with the CEO to shape the event's message, market the event, and create and manage the online event platform during the conference.

The Marketing Manager will also manage MGL's external conference attendance, including project managing staff engagement, designing exhibition booths and related collateral, and working with the business development team to create a targeted impact plan for relationship development. The Marketing Manager will manage and develop a reporting process to quantify the impact and ROI of event attendance.

Brand Management

The Marketing Manager will work with the CEO and graphic design consultant(s) as necessary to create new graphic assets and ensure the MGL brand, visual identity and messaging is impactful and consistent across all external touchpoints, including but not limited to the website, print and digital collateral, email marketing, social media, reports, and presentations.

Business Development

The Marketing Manager will not have a specific business development role, but will support the business development team in ensuring that customers and sponsors get the most out of the participation in our programs by providing graphic assets and other collateral. This will include interfacing with key contractors such as SMS Collaborative and engaging directly with clients as needed.

Fundraising

MGL fosters a culture of fundraising and business development at every position within the organization. Like all other staff, the Marketing Manager will be a part of MGL's annual fundraising campaign and support the CEO on relationships with key accounts, while ensuring sponsors get the appropriate recognition through our marketing platforms.

Qualifications and Experience

- A track record of marketing experience successfully helping grow an organization(s) or business unit(s) of a similar size to MGL or larger
- Demonstrated passion for MGL's mission and sustainability in general
- Expertise in sustainability in green labs, green buildings, corporate sustainability or a related field
- Demonstrated project management ability
- Experience with event planning and management
- Experience with My Green Lab's marketing tools including MailChimp, Salesforce, and Wordpress
- Familiarity with the Adobe Suite of design software
- Excellent written, verbal, and visual communication ability
- A bachelor's or master's degree in a related field is preferred

My Green Lab is a fast-paced and dynamic work environment, so the ideal candidate will be a flexible self-starter, who embraces change and continuous improvement, and is interested in developing and advancing in the role and taking on increasing responsibility in line with the growth goals of the organization.

6 Month Tasks

- Marketing the My Green Lab summit, building the event platform and managing the event
- Conducting a website audit and short-term revision
- Scoping out a web development project to refresh My Green Lab's online presence
- Organizing presentation templates and ensuring the visual brand identity and messaging is clear and consistent
- Sending monthly newsletters and other regular email communications
- Managing the social media consultant and contract graphic designers
- Attending close-out meetings for certification and labels and empowering clients' marketing teams to promote their certification
- Setting up and organizing regular meetings of key stakeholder groups including the ACTivist 50, Procurement Activist, and BioPharma Corporate Sustainability Leaders
- Developing a process to ensure sponsors are recognized for their support of MGL
- Managing MGL's attendance at key industry events
- Reporting out regularly to the Executive Team and Board

My Green Lab is an equal opportunity employer. We are committed to creating an inclusive environment for all employees.