

Market Development Representative

Posted: September 21st, 2021

Job Closes: October 11th, 2021

To apply, email a resume and cover letter by October 11th to: info@mygreenlab.org. Please reference 'Market Development Representative' and your name in the email subject line.

Job Description

My Green Lab (MGL) seeks a passionate and highly motivated Market Development Representative to grow our market-leading programs, raise our profile, and increase our impact and revenue. The successful candidate will have the interest and aptitude to successfully conduct business development and sales efforts that grow nonprofits, private enterprises, and/or business units. Experience working in corporate sustainability, green labs, green buildings, or a related field is desirable.

This is a full-time position. MGL is a 100% remote workforce: this position will be permanently based out of a home office. Less than 30% travel is expected. Compensation includes a base salary commensurate with experience and competitive with similar nonprofit roles, performance compensation, and a benefits package that includes health insurance, a 401(k) matching program, and a generous vacation and holiday allocation.

Note: For candidates outside of the US, compensation and benefits will vary with location, and the initial relationship may be contract based, leading later to direct employment.

Overview of Responsibilities

The Market Development Representative will be the front end of the international educational, brand building and revenue generating team with a focus on research labs, and manufacturers of laboratory products. Working with MGL's business development team, they will grow the number of opportunities and conduct lead generation and market education activities for our flagship programs, Green Lab Certification and ACT, while cultivating new supporters and sponsors.

The Market Development Representative must be an entrepreneurial self-starter, with a strong work ethic and willingness to take initiative. They should 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. MGL takes a data-driven approach to our mission, so the Market Development Representative should be a digital native who is able to learn new platforms quickly and leverage technology platforms to track their work and quantify their performance relative to the organization's goals and KPIs.

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.

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 scientific community's largest corporations and academic institutions. 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 Market Development Representative to help us continue to grow our impact globally.

Key Responsibilities

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

Lead Generation

Identify and develop new outbound leads through online research, cold calling, attending online conferences, joining online communities, and collaborating with partner organizations to ensure a robust funnel of new potential prospects. Track outreach activity and manage and update Salesforce. Provide feedback to the marketing team on quality of marketing-sourced leads.

Sales Development

Manage front end of the sales process including proactively following up on inbound and outbound leads. Support the business development team in converting those leads and creating proposals and closing deals in line with My Green Lab's aggressive growth and impact targets.

Business Development

Be a public face of the My Green Lab organization that shares our mission with the scientific community. Build partnership and relationship with key industry associations and organizations to reach new markets and new community members.

Account Management

Work with the business development team to ensure appropriate project timelines so that contracts are executed on time and above expectations. Gather customer feedback to improve processes and manage and grow long term relationships with accounts that lead to repeat and growing partnerships.

Fundraising

MGL fosters a culture of fundraising and business development at every position within the organization. Play a key part of MGL's annual fundraising campaign and support the CEO on relationships with key accounts and suggest new sponsors opportunities based on new leads.

Required Qualifications and Experience

- Demonstrated passion for MGL's mission and for sustainability in general
- Highly organized with good time management skills
- Takes initiative and is willing to work independently as part of a remote team
- Goal oriented and motivated by meeting and exceeding targets
- Able to think strategically and tactically; maintains a positive attitude in the face of failure or rejection
- Public speaking experience and expertise
- Experience with the Microsoft Office 365 Suite
- Excellent written and verbal communication ability

Preferred Qualifications and Experience

- 6 months to 2 years of business development experience ideally helping grow an organization(s) or business unit(s) of a similar size to MGL or larger
- Experience with My Green Lab's marketing and sales tools including MailChimp, LinkedIn, Salesforce
- A bachelor's degree in a related field is preferred
- Experience in an industry or industries pertinent to laboratory research
- Sustainability expertise (green labs, green buildings, corporate sustainability or similar)

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. The successful candidate will demonstrate interest in professional development and advancement within the role as they take on increased responsibility in line with the growth goals of the organization.

3 Month Tasks

- Become a My Green Lab Ambassador and complete all existing modules for the Green Lab Accredited Professional Program
- Undergo education and training on My Green Lab's programs
- Administer data and begin processing inbound leads
- Develop outreach lists for Green Lab Certification, ACT, and Sponsorship
- Conduct regular outreach to new customers including cold calls and emails, LinkedIn research & outreach, and attending online events and trade shows
- Schedule meetings for the ACT and Green Lab Business Development Team and CEO
- Ensure Salesforce is up to date for all recertification opportunities and manage initial check-ins and outreach
- Report monthly on lead generation progress to the Executive Team and Board
- Join and participate in online networking groups related to green labs and the life science industry

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