



BUILDING DECARBONIZATION COALITION

Website Senior Associate

Reports To: Director of Communications

Classification: Full-time, Exempt

Location: Remote Role

ABOUT THE BUILDING DECARBONIZATION COALITION

The Building Decarbonization Coalition (BDC) unites building industry stakeholders with energy providers, environmental and environmental justice organizations, labor and workforce stakeholders, and local governments to help electrify homes and workspaces with clean energy. Through convening, policy analysis, and consumer awareness building, the Coalition is pursuing fast, fair action to accelerate the development of zero-emission homes and buildings that will help leading states cut one of their largest sources of climate pollution, while creating safe, healthy and affordable communities.

POSITION SUMMARY

The Website Senior Associate will be responsible for the back end management of all our websites and web tools. They will do content updates, user experience improvements, data analytics, and facilitate the tracking and performance of all properties.

We are looking for someone who can help ensure our websites, and outward facing web tools, are as robust and agile as our organization. We are proud to be a leader within the building decarbonization movement, which is growing and moving forward at an incredible pace. Now we need our website technology platforms to reflect our work and be as agile as we are. This is a remote position, so the ability to maintain a consistent work schedule and ethic while working independently is important.

RESPONSIBILITIES

The Website Senior Associate is a multi-disciplinary technologist with experience in developing themes, scripts, web applications, and working with the latest technologies as part of our Technical Team, to deliver a best-in-class user experience.

ESSENTIAL FUNCTIONS

- Develop a deep understanding of our website visitors through data and insights
- Collaborate with Communications and Program teams to implement site experiences for campaigns, product initiatives, and working groups.

- Analyze the journey and develop, refine, and implement short and long-term web optimization and experimentation strategies that drive efficiency, from landing pages to UI enhancements
- Lead technical search engine optimization initiatives; collaborate on content development and opportunities that improve website traffic and performance
- Track and reporting traffic, ranking, keyword, and other KPI insights to drive SEO decisions
- Integrate email marketing and event hosting (both in-person and virtual) with site analytics and lead generation.

SKILLS & QUALIFICATIONS

- 5+ years of hands-on website management, optimization and development experience
- Experience managing a B2B & B2C brand's website, and improving core site metrics to meet organizational goals
- Experience with working in content management systems-, specifically WordPress
- Expert user with Google Analytics, Google Search Console
- Knowledge and proficiency with Microsoft Excel and PowerPoint, Data Visualization tools (Tableau, Looker, etc)
- Strong understanding of HTML and JavaScript
- Experience with Salesforce integration
- Ability to quickly achieve proficiency with new procedures, systems, and software tools.
- Commitment to racial equity and inclusion.
- Ability to juggle multiple projects and shifting priorities in a fast-paced remote workplace.

TOOLS WE USE

Salesforce, Google Workspace Enterprise, Slack, Zoom, Mailchimp, Zapier, WordPress, Asana, Monday.com and Loom.

WORK ENVIRONMENT, SCHEDULE & TRAVEL

The Website Senior Associate will work remotely from their home and can be based anywhere in the United States. Some travel will be required, respective of Covid-related health and safety guidelines.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made for individuals with disabilities to perform the essential functions. This is a full-time salaried position with comprehensive benefits. Typical work hours are Monday through Friday, 9:00 AM to 5:00 PM.

SALARY AND BENEFITS

The salary range for this position is \$80,000 - \$90,000, commensurate with experience, plus a competitive benefits package including health coverage, retirement benefits, flexible paid leave, paid holidays, and access to professional development resources.

COMMITMENT TO EQUAL EMPLOYMENT

The Building Decarbonization Coalition values diversity in all its forms and is committed to an inclusive and transparent recruitment process. We recruit and hire without regard to race, color, national origin, ancestry, sex, gender, sexual orientation, sexual identity, age, religion, creed, disability (actual or

perceived), medical condition including genetic characteristics, marital status, domestic partnership status, citizenship, military service, height, weight, HIV/AIDS status, or any other characteristic protected by state or federal law or local ordinance. People of diverse backgrounds are strongly encouraged to apply.

TO APPLY

Email a cover letter and resume to inbox@vamos.llc. One combined PDF file is preferred.

Candidate review and phone screens begin immediately and will be conducted throughout the search period.