



## SENIOR PRODUCT MANAGER

**Reports to: Director of Marketing**

**Classification: Full-time, Exempt**

**Location: Remote role**

### **ABOUT THE COALITION**

The Building Decarbonization Coalition (BDC) unites critical stakeholders on a path to transform the nation's buildings through clean energy, using policy, research, market development and public engagement. The BDC and its members are charting the course to eliminate fossil fuels in buildings to improve people's health, cut climate and air pollution, prioritize high-road jobs, and ensure that our communities are more resilient to the impacts of climate change.

The need to electrify the United States (U.S.) building stock and phase out fossil fuels has gone from a niche technical concern to the most debated climate issue in the U.S. The BDC is proud to have been a leader in this conversation by organizing, speaking for, and empowering a broad group of stakeholders who are united behind the common goal of eliminating fossil fuels from buildings.

### **POSITION DESCRIPTION**

"Switch is On" Campaign promotes all-electric lifestyles and helps educate and inspire consumers to switch out their gas appliances for efficient, electric alternatives. The campaign uses a variety of marketing approaches to reach consumers, including but not limited to, paid media, earned media, grassroots/community marketing, sales staff training, live events and co-branding. The Product Manager role is a new position specifically designed to refine and scale the campaign. The Product Manager will create and manage a product roadmap covering the campaign's content, marketing, digital tools, partnerships, and positioning. The Product Manager will be responsible for the conception, development/integration and effective delivery of digital products that optimize the campaign's messaging and customer journey.

### ***Role and Responsibilities***

- Develop product strategy based on market analysis and external trends, aligned with the mission of building decarbonization for the Switch is On consumer inspiration campaign
- Lead product design, define specifications & oversee the implementation of digital tools on the Switch Is On website
- Define and implement database management systems and APIs for integrations with internal & external partners

- Devise and analyze Web performance metrics and drive continuous improvement based on data-driven insights.
- Provide performance briefings to the organization & collaborate with BDC's Marketing, Communications, Sales, Policy and Research teams to guide product development. ● Prioritize feature enhancements and content development to achieve campaign goals and objectives
- Research competitors and ensure that the campaign has a well-defined advantage ● Help position and grow the campaign in new markets
- Review inputs from BDC external partners and steer promotional content to meet the requirements from campaign stakeholders

### **QUALIFICATIONS & CHARACTERISTICS**

- A passion for environmental impact reflected in a clear and inspiring commitment to the mission and growth of the Coalition.
- 5+ years of relevant professional experience in product management, including launching consumer – facing products
- Experience in at least one of the following: Cloud infrastructure, Salesforce, database management and/or machine learning.
- Graduate degree in Computer Science, Engineering or related fields.
- Preferably demonstrated experience in behavioral design and Human Centered UX ● A passion for equity, working on high performance teams with strong professional, respectful engagement.
- The ability to communicate, work effectively and build consensus among a variety of internal and external stakeholders; grassroots organizing experience a plus.
- Preferably a solid understanding of building electrification, the power sector and related climate solutions.
- Highly collaborative work style with the ability to operate as a peer and thought partner to the Marketing Director and other members of the BDC team.
- Experience in team building and contributing to the development of a positive organizational culture.
- Ability to set clear priorities, and keen analytic, organizational and problem-solving skills that enable sound decision-making.
- A high degree of emotional intelligence to support collaboration between and among diverse stakeholders.
- Ability and willingness to travel on occasion.
  - Entrepreneurial drive to build a program from the ground up; start-up experience is a benefit.

### **WORK ENVIRONMENT, SCHEDULE & TRAVEL**

The Product Manager will work remotely from their home and can be based anywhere in the USA. 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.

## **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.

## **COMPENSATION AND BENEFITS**

The salary range for this position is \$120,000 to \$140,00, commensurate with experience, plus a competitive benefits package including health coverage, retirement benefits, paid sick leave, vacation and holidays and access to professional development resources.

## **TO APPLY**

**Email a cover letter and resume to [inbox@vamos.llc](mailto:inbox@vamos.llc).** One combined PDF file is preferred. Candidate review and phone screens begin immediately and will be conducted throughout the search period.