



CONTENT 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

BDC's "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 Content Manager (Manager) role is a new position that will create, analyze, and oversee campaign content production. The Manager will play a critical role in ensuring that product, promotional, and informational content is presented in an effective manner, in line with brand guidelines and campaign goals. As a new position, the Manager will lead the development and implementation of the campaign's content strategy, build and manage the creative team over time and manage content for social media, email, and other digital campaigns. In this role, you will liaise with cross-functional internal teams (including Strategic Partnerships and Product Development) to improve the entire customer experience.

Role and Responsibilities

Strategy:

- Contribute to the overall campaign strategy and plan
- Lead the development and implementation of a content strategy to support the larger campaign strategy and plan



- Establish benchmarks and KPIs, monitor, measure, and report progress to funders and partners

Management:

- Develop team structure and manage staffing pattern for the campaign's content program
- Hire and train staff
- Conduct regular performance evaluations of staff and support them in their professional development
- Manage all contractors who aid in the creation of content

Content Management:

- Generate engaging content in both long and short formats for all owned media including websites, social platforms, and marketing collateral
- Plan, create and oversee the content production of all sales and marketing materials
- Ensure consistency of brand voice, style, and tone across all content
- Brainstorm and collaborate with team for effective content strategies
- Build a following on social media; post innovative content, create relationships online, measure performance
- Create slide deck presentations highlighting content successes using metrics, in aid to the sales team
- Create plans for content releases and integrate into the organizational content calendar
- Manage all digital and traditional content materials and campaigns
- Manage content on the website, social media pages, email campaigns, and other owned channels.
- Monitor, track, and document content results; analyze data/returns/customer response. Innovate in response to metrics. Implement data-driven optimization.
- Research markets and industries to compare strategies

QUALIFICATIONS & CHARACTERISTICS

- A degree in Journalism, Marketing, Graphic Design, Business Administration, or a related field
- 5+ years of experience within a similar role
- A creative marketing professional, preferably with a strong content creation and writing background
- Ability to develop engaging content for a wide range of audiences
- Creative thinker with excellent attention to detail
- Organized and can deliver high-quality work within agreed timelines
- Excellent written and verbal communication skills
- Experience delivering client-focused solutions to customers, with a preference for experience in the utility, energy, and/or buildings or related field
- Proven ability to manage multiple projects at a time, while maintaining sharp attention to detail
- Excellent listening and presentation abilities



- A passion for environmental impact reflected in a clear and inspiring commitment to the mission and growth of the Coalition
- Preferably a solid understanding of building electrification, the power sector and related climate solutions
- 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
- 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
- Ability to both manage as well as create/execute/do projects

WORK ENVIRONMENT, SCHEDULE & TRAVEL

The 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 \$100,000 to \$120,000, 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 jobs@buildingdecarb.org. One combined PDF file is preferred. Candidate review and phone screens begin immediately and will be conducted throughout the search period.