



BUILDING DECARBONIZATION COALITION

POSITION DESCRIPTION

STRATEGIC PARTNER ACCOUNT 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 Partner Account Manager (Manager) role is a new position that will maintain relationships with campaign funders and initiate and manage strategic partnerships with leading building sector organizations (builders, installers, realtors, retailers, etc.) in ways that further BDC's building electrification marketing program. In this new position, the Manager will lead the development and implementation of the campaign's partnership strategy, build and manage the partnerships team over time, forge mutually beneficial partnerships with leading building sector organizations (builders, installers, realtors, retailers, etc.), provide input into content for social media and other digital campaigns, and ensure the campaign delivers on its promise to funders and key partners. In this role, you will liaise with cross-functional internal teams (including Marketing, Sales, and Product Development) to improve the entire customer experience.



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Role and Responsibilities

Strategy:

- Contribute to the overall campaign strategy and plan
- Lead the development and implementation of a strategic partnerships strategy to support the larger campaign strategy and plan
- Work with product development team to create and implement voice of customer research, and partner collaborations
- Set and achieve campaign fundraising targets, with a focus on renewing and growing funding from existing funders
- Establish benchmarks, monitor, and report progress to funders and partners

Management:

- Develop team structure and manage staffing pattern for the campaign's strategic partnerships program
- Hire and train staff
- Perform regular performance evaluations of staff and support them in their professional development

Partnership Account Management:

- Serve as the lead point of contact for all partner account management matters
- Build and maintain strong, long-lasting client relationships
- Negotiate contracts and close agreements with partners
- Develop trusted advisor relationships with key partners, customer stakeholders and executive sponsors
- Ensure the timely and successful delivery of solutions according to partner needs and objectives
- Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders
- Develop new business with existing clients and/or identify areas of improvement to meet goals
- Forecast and track key account metrics
- Prepare reports on partnership status
- Meet with clients to establish project scope and budget
- Provide input on marketing campaigns to ensure partner concerns are included



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- Evaluate marketing campaigns for effectiveness
- Collaborate with marketing and digital staff to create a cohesive message

QUALIFICATIONS & CHARACTERISTICS

- 5+ years of relevant professional experience in Account Manager, Key Account Manager, Sales Account Manager, Junior Account Manager or relevant role
- Demonstrable ability to communicate, present and influence key stakeholders at all levels of an organization, including executive and C-level
- Solid experience with CRM software (Salesforce preferred)
- Experience delivering client-focused solutions to customer needs, with a preference for experience in the utility, energy, and/or buildings or related field
- Proven ability to manage multiple account management projects at a time, while maintaining sharp attention to detail
- Excellent listening, negotiation and presentation abilities
- Strong verbal and written communication skills
- A passion for environmental impact reflected in a clear and inspiring commitment to the mission and growth of the Coalition.
- 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.
- 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.



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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 \$100,00 - \$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.