

## Communications and Outreach Coordinator

### *Overview*

Viridiant is a growing, non-profit environmental organization that works to advance sustainable, affordable, and energy efficient construction. The **Communications and Outreach Coordinator** is responsible for developing and executing marketing and communication strategies, managing the organization's events, fund development, and the coordination of sponsorships. This position requires various skillsets and provides an exciting opportunity to grow the reach of the organization. The Communications and Outreach Director reports to the Executive Director and works in close collaboration with Executive Director, and the Board of Directors.

Viridiant is energetic and offers a friendly work environment, attractive office, excellent educational opportunities, and the opportunity to have a positive impact on the building industry and environment. For over ten years, the organization has been contributing to the community with a budget of approximately \$1.6M and a fulltime staff of 12, as well as 15 independent field contractors. This is a unique opportunity to be part of cutting-edge, high-performance buildings and technologies! See [www.viridiant.org](http://www.viridiant.org) for more information.

### *Summary of Primary Job Responsibilities and Duties*

#### Communications

- Create, write, edit, and maintain newsletters, social media content, website, collateral, and other printed materials, including annual reports, press releases, publications, and videos
- Communicate and collaborate with a range of people and organizations to advance Viridiant's mission
- Provide marketing support to builders and developers
- Ensure consistent branding across departments
- With external support, develop and implement communications plans with cost-effective marketing and outreach strategies to communicate with a range of constituents through printed and electronic media and advertising
- Perform additional responsibilities related to the success of the organization to include administrative tasks

#### Outreach

- Development
  - Develop and implement cost-effective fund development program involving individuals, corporate sponsors, foundations, and grant funding opportunities
  - Direct the production of annual fundraising events and campaigns
  - Utilize Salesforce to plan, implement, and evaluate specific fund development programs and campaigns
  - Manage builder/developer outreach to promote the organization's programs and services
  - Manage corporate sponsorships and benefits

- Events
  - Manage the production and execution of all organization events (timelines, content, budget, logistics, sponsors)
    - Building Sustainability Conference/Awards (annual)
    - Fundraising/Cultivation Events (as scheduled)
    - Technical Advisor Meetings (annual, first of the year)
    - Socials (as scheduled)
    - Trainings (recurring, 3-4x/year)
    - Community Event Booths/Dedications (as scheduled)
    - Community Education Webinars (bi-monthly)

### ***Key Qualifications, Skills, and Abilities***

- Prefer Bachelor's Degree in Marketing or Business preferred with a minimum of 2 - 3 years marketing, events and/or fundraising related experience
- Skilled with Microsoft Word, Excel, and Outlook, as well as experience with CRM software (e.g., Salesforce.com) and design programs (Adobe, Canva) or related area
- Demonstrate excellence in organizational, managerial, and communication skills
- Excellent written and verbal communications skills
- Ability to manage timelines and project budgets effectively
- Capacity to manage multiple projects simultaneously
- Excellent computer skills. Regular use of Word, Excel, WordPress, and design/ layout software, and Salesforce database
- Experience with website maintenance and newsletter production and message development
- Nonprofit and supervisory experience a plus

***Competitive Compensation Package!*** including health, dental, life insurance, LTD, paid time off, paid holidays and retirement contributions! Professional development; Work life balance and flex schedule opportunity with potential for some teleworking! Salary range of \$45,000 to \$50,000 depending upon related credentials and work experience.

To be considered for this immediate opening, please send your resume with salary requirements and cover letter to [emily.bookman@viridiant.org](mailto:emily.bookman@viridiant.org) This position will remain open until filled.