

## **USGBC-LA Marketing & Events Coordinator**

Support the U.S. Green Building Council of Los Angeles' (USGBC-LA's) marketing, events, and content creation in leading the local Green Building Movement. As our Marketing & Events Coordinator you will lead our event coordination, social media content and analytics support, copy creation, graphic design support, branding strategy support, and more. This position is slated to begin in January of 2023 and will be an integral part of our USGBC-LA team.

### **IDEAL CANDIDATE:**

The ideal candidate is passionate about sustainability as a tool to drive cultural change. They are a self starter and independent worker with attention to detail who is eager to connect with people, promote green building practices and engage with our community, while being flexible, creative, and comfortable with various event platforms and marketing tools.

### **TASKS:**

- Support the production and coordination of USGBC-LA's signature events such as the Green Gala, My Green Building Conference & Expo (MYGBCE), Mini-Golf, Thought Leadership Series, and more.
- Support the planning, listing, execution, and coordination of other USGBC-LA events, training, workshops, and member meetings. On-site and remote support for training and events to include assisting with video recording sessions, webinars and live streaming.
- Assist with production and execution of social media campaigns for USGBC-LA, including the creation of target metric breakdowns for all platforms.
- Capture and promote events before, during, and after through social media, video and other relevant outlets.
- Support marketing projects from conception to completion, including branding and execution with an understanding of how to amplify all programs.
- Assist with design, production, and implementation of marketing materials and website updates as needed.
- Track and monitor the analytics of a program's success, from attendance, revenue, and social media and marketing reach.
- Maintain, update, and make evolving improvements to event and marketing calendars as well as contact lists.
- Manage interns and/or volunteers to help achieve project goals.

### **SKILLS NEEDED:**

Required qualifications:

- Event production or coordination experience with the ability to manage associated event tasks such as organization and communication
- Experience with G Suite applications or similar programs such as Microsoft Office, and the ability to effectively maintain organizational spreadsheets
- Effective interpersonal communication skills, both written and verbal
- Ability to communicate professionally with all levels of management
- Experience with major social media platforms (IG, FB, Twitter, LinkedIn, Youtube) and content planning platforms

- Zoom or other webinar platforms

Preferred qualifications:

- Basic-level HTML editing capability and Wordpress
- Applications such as JotForm, TypeForm, Mailchimp, and Eventbrite
- Familiarity with Slack and other internal communication tools like Trello, etc.
- Ability to edit content such as digital photography and videos for use on social media or website
- Working knowledge of graphic design applications like Canva, Adobe Illustrator, or Adobe Photoshop

**TIME COMMITMENT & COMPENSATION:**

This a full-time position, including healthcare coverage, 401k, unlimited vacation, and compensation will be commensurate with experience.

***For consideration, please submit your resume to [jobs@usgbc-la.org](mailto:jobs@usgbc-la.org).***

**ABOUT USGBC-LA:**

We're a member-based, non-profit organization representing green building and sustainability professionals in and around the Greater Los Angeles Region. We are passionate, practical, and informed advocates who work together to transform Southern California into a more sustainable region for all.

USGBC-LA is the best place for anyone to learn the “why”, “who” and “how” of living sustainably, because business as usual is no longer an option. Our team believes in a sustainable built environment, gaining education, being exposed to innovation, and taking impactful action.