

Job Title: Senior Sponsorships & Events Manager

Location: Remote home office within commuting distance of Los Angeles, Pasadena, Oakland, or San Diego
 Base Salary Range: \$70,000-\$80,000 plus generous sales commission structure

Verdical · (vər-dək-(ə)l) · *n.* an upward trend in positive environmental impact

WHO WE ARE

- Verdical Group is a leading sustainability consulting firm focused on decarbonizing the built environment. We've developed a nationally known brand and industry leading reputation since our founding in 2012.
- We specialize in the following services:
 - o **Engineering:** energy modeling, daylight modeling, life cycle assessment, commissioning
 - o **Green Building Certifications:** LEED, Fitwel, WELL, Living Building Challenge, CALGreen
 - o **Sustainability Strategy:** net zero, zero carbon, program management
 - o **Events:** we produce the nation's largest annual [Net Zero Building Conference](#).
- Our core values include environmentalism, fun, inspiration, adventure, and continuous learning.
- We're a growing group of team members with an aggressive plan to grow our revenue and team.
- We have offices in Los Angeles, Pasadena, and Oakland and have team members located in the San Diego region.
- We are a net positive company, having officially offset our entire historical carbon footprint dating back to the company's founding, plus ten percent. We also don't accept funding from fossil fuel companies.
- We're incorporated as a benefit corporation and are a high-scoring [Certified B Corporation](#) - we meet rigorous standards of social and environmental performance, accountability, and transparency.
- We are a 1% for the Planet [Member Company](#): we donate 1% of our annual revenue, not just profit, to environmental nonprofit organizations.
- We're committed to antiracism: our diverse team is one of our greatest assets.
- Visit us at www.verdicalgroup.com to learn more and watch our About Us video [here](#).

WHO YOU ARE

- Entrepreneurial self-starter who is motivated by a sales goal.
- An individual with a proven track record in growing sponsorship sales and planning events.
- You're a go-getter with experience in Salesforce, providing outstanding client service, deepening and nurturing long-term sponsor relationships, finding RFP / RFQ opportunities, and writing proposals.
- Excited to support internal Net Zero Conference and client event production from start to finish.
- An all-star talent who wants to work as part of a highly respected and growing team.
- A natural networker with an infectious enthusiasm for your projects.
- An effective negotiator who is comfortable working with contracts and budgets.
- Comfortable managing multiple projects simultaneously to meet deadlines in a timely manner.
- You are committed to making a positive social and environmental impact on the world. You will be evaluated quarterly on your performance and progress in these areas.
- Experienced in collaborating with a marketing team to produce quality assets for each event. You have a sound knowledge of marketing principles and techniques.
- Comfortable serving as brand ambassador for Verdical at industry events to conduct relevant business development outreach (i.e.. Greenbuild, CHESC, AIA-LA, USGBC-LA, and LBC-LA events).

WHAT YOU'LL DO

- **Sponsorship & Business Development Activation (70% of your time):**
 - o Help develop and implement an events sponsorship strategy and prioritize high impact opportunities
 - o Building and sustaining long-lasting relationships with existing and potential clients
 - o Research & development of new opportunities in target engagement areas
 - o Direct sponsorship outreach
 - o Persuade prospects to purchase company advertising products and services by communicating the benefits of various types of advertising for sponsorship
 - o Ensure that Senior Partnerships & Manager is updated on all activities related to sponsorship activations through established reporting procedures
 - o Set up and lead meetings with potential and existing clients
- **Event Activation (20% of your time):**
 - o Sourcing and coordination of venues, event creative, media content, fabrication & technical direction, catering & hospitality, and other event-related services, with partners and external vendors
 - o Project management of cross-functional teams and projects including timelines-setting, start-to-finish event management, and communications
 - o Event management including onsite coordination
 - o Attending trade shows and training workshops
- **Team Time (10% of your time)**

REQUIRED QUALIFICATIONS

- Bachelor's or Associate's degree in business, communications, or related fields.
- 2 - 10 years of relevant experience in a similar role.
- Demonstrated experience securing sponsorships. We are looking for someone with direct sales experience.

- Excellent organizational and analytical skills, strong negotiation and consultative sales skills, and exceptional customer service skills.
- Proficiency in a CRM platform such as Salesforce or HubSpot.
- Comfortability traveling several times a year for events.
- Expert in all Microsoft Office Suite and Google Suite applications.

COMPENSATION & BENEFITS

- Generous sales incentive bonus structure to align the revenue generation of this role with compensation
- Remote work from your home office with monthly required in-person team meetups; office space available for use as needed
- 100% company-paid health insurance
- 100% company-paid dental insurance
- 401(k) retirement plan with ESG and sustainable investment options and 3% match, after 1 year of employment
- 100% company-paid term life insurance and AD&D insurance
- \$100/month pre-tax cell phone benefit
- \$100/month pre-tax travel stipend
- \$750/year continuing education stipend to encourage continuous learning
- 100% company-paid credential exams + renewal fees
- Personal Time Off (PTO), with extra vacation days added based on tenure
- 9 paid holidays
- Flexible schedules
- Annual bonus program
- Career pathways program with quarterly meetings to discuss career goals
- Management training program
- Partially paid maternity/paternity leave
- Financial wellness training and volunteering during paid time
- We're humans first: culture and policies to promote physical, emotional, and mental wellness. We value all forms of diversity — bring your whole self to work.
- Employee discount & wellness program through Perks At Work
- Be a part of something great: a registered Benefit Corporation in the State of California, a certified B Corporation by third party B Lab, and a 1% for the Planet member company, giving 1% of all revenue — not just profit — to environmental nonprofits. We are divested from fossil fuels, tobacco, prisons, and firearms.
- Attend industry events, such as VG's annual Net Zero Conference
- Fun team activities such as hikes, holiday dinner, Earth Day volunteering, retreats, VG University, café meetups, game days, summer BBQ

APPLY

- Send an email with both PDF cover letter and resume attached to: applicants@verdicalgroup.com
- Title both the combined PDF and the email "Sponsorships & Events Manager - [Your Name]"
- We welcome applicants of all backgrounds and encourage potential fits to apply even if you do not meet the criteria outlined above. We look forward to hearing from you!