

Job Title: Sustainability Proposal Writer

Location: Remote home office within commuting distance of Los Angeles, Pasadena, Oakland, or San Diego
 Salary Range: \$58,500-\$67,000

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

Verdical Group's CEO has committed the company to an aggressive 5-year growth plan, and we are targeting 60% year over year growth for both revenue and team members. Verdical Group is seeking a Sustainability Proposal Writer to support company-wide marketing and pursuit activities by developing compelling proposals and qualifications packages in collaboration with in-house subject matter experts as the company scales. This role will also include some sales process coordination and business development support including but not limited to, scheduling/follow up coordination, Salesforce CRM support, and managing leads and opportunities. The ideal match for this role is a strong communicator with excellent strategic thinking, writing, editing, graphic design, project management, analytical, and collaboration skills, and will thrive in a deadline-driven environment.

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 over the past nine years since the company was founded in 2012.
- We specialize in the following services:
 - **Engineering:** energy modeling, daylight modeling, life cycle assessment, commissioning
 - **Green Building Certifications:** LEED, Fitwel, WELL, Living Building Challenge, CALGreen
 - **Sustainability Strategy:** net zero, zero carbon, program management
 - **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 14 team members with an aggressive plan to grow our revenue and team.
- We have offices in Los Angeles, Pasadena, and Oakland and plan to open an office in San Diego in 2022.
- 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 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 walk the talk - donating 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

- An all-star talent who wants to work as part of a highly respected and growing team
- Committed to making a positive social and environmental impact on the world through your work at VG
You will be evaluated quarterly on your performance and progress in these areas
- An inspired change maker who enjoys working in a fast-paced environment
- You thrive in an environment where you're surrounded by likeminded, passionate sustainability professionals

REQUIRED QUALIFICATIONS

- Bachelor's degree in business, marketing, communications, or related field
- Strong graphic design capabilities, with fluency in Microsoft Office applications (including PowerPoint, Word, and Excel)
- Demonstrated writing, editing, and communications skills (sample work requested)
- Demonstrated ability to assimilate, coordinate, and respond to RFQs & RFPs
- Comfortable managing multiple projects simultaneously to meet deadlines in a timely manner
- Excellent organization skills, with a fastidious attention to detail and the ability to work both independently and collaboratively while managing multiple demands
- Ability to prioritize responsibilities under tight deadlines
- Demonstrated interest in sustainability

ROLE DESCRIPTION

Proposal Coordination (75%)

- Responsible for proposal development, including; creating proposal content, coordinating internal flow and reviewing of all proposal inputs, and managing timely delivery and tracking of final proposals for all service lines
 - o Create proposal schedule and keep track of proposal progress
 - o Read and analyze RFQs & RFPs to outline requirements for qualification/proposal responses
 - o Take ownership of proposal sections, research content, and write responses
 - o Work with sales and technical subject matter experts as contributors and/or reviewers

- Edit and format all proposal deliverables, ensuring all deliverables look professional and align with Verdical Group’s brand
- Identify and fill the need for graphical content
- Follow up with client during decision-making process
- Maintain database of proposal materials (i.e. templates, resumes, project profiles, etc.)
- Support the preparation of marketing materials (i.e. qualifications packages, interview/presentation decks, etc.)

Business Development Support (25%)

- Support creation and implementation of strategic sales plan
- Conduct targeted regional market research to assist with lead development (i.e. competitor analysis)
- Proactively identify and reach out to customers based on their sustainability goals and industry segment
- Assist with scheduling/follow up coordination
- Assist in maintaining the CRM database including leads, opportunities, projects, and accounts information
- Manage local events calendar and assist with managing Team Member registrations, as requested
- Work with Sales & Marketing Team to track projects and develop marketing collateral
- Leverage past professional experience to identify and execute process improvements and best practices related to business development

PREFERRED QUALIFICATIONS (NOT REQUIRED)

- 2+ years of relevant marketing proposal / technical writing experience, preferably in the AEC industry
- Fluency in Adobe Creative Cloud (including InDesign and Illustrator)
- LEED Green Associate (GA) credential, or LEED Accredited Professional (AP) with specialty credential (BD+C, ID+C, or O+M preferred)
- Salesforce experience
- Competent with RFP / RFQ processes
- Familiar with service offerings
- Familiar with contract review and execution

BENEFITS

- Full-time exempt salary position
- Compensation commensurate with experience
- 100% company-paid gold level health insurance, dental insurance, term life insurance, and AD&D insurance
- \$750/year continuing education stipend
- 100% firm-paid credential exams and renewal fees
- \$100/month pre-tax cell phone benefit
- \$100/ month pre-tax transportation benefit
- Retirement Plan with company match (after one year of employment)
- Paid Time Off (PTO) for vacation and sick days + unpaid time off available for high performers
- 9 paid annual company holidays
- At this time, remote work environment with monthly required in-person team meetups in the regional market you work in
- We’re humans first: our culture and policies promote physical, emotional, and mental wellness
- Attend industry conferences and events including VG’s Net Zero Conference
- A career pathways program with quarterly meetings to discuss career goals and personal growth
- Great company culture that builds in full team time for things like Earth Day volunteering, café meetups, great outdoors hiking adventures, game days, annual holiday dinner, retreats, and VG University.

APPLY

- Send an email with both PDF cover letter and resume attached to: applicants@verdicalgroup.com
- Title the combined PDF and the email “Sustainability Proposal Writer-[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!