

Job Title: Marketing & Events Associate

Location: Remote home office within commuting distance of Los Angeles, Pasadena, Oakland, or San Diego

Salary Range: \$64,500 - \$70,000

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

- You're excited to support our events team as the leading marketing coordinator for our internal Net Zero Conference and client events.
- An all-star talent who wants to work as part of a highly respected and growing team.
- A strong writer and verbal communicator with a fastidious attention to detail.
- You have a strong eye for design and a portfolio of graphic and/or web design work.
- An exceptional communicator via email, phone, screen sharing, and in-person meetings.
- 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.

REQUIRED QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Sustainability, or a related field
- Minimum 1-2 years of relevant experience in a similar marketing role
- Strong writer with ability to quickly draft quality web content, social media content, blog posts, press releases, articles, etc.
- Experience using WordPress and a basic knowledge of HTML, CSS, and/or JavaScript
- Ability to independently draft email campaigns, manage contact lists, and analyze reports
- Understanding of and experience with SEO and Google Analytics
- Proficiency with Adobe Suite (Illustrator, InDesign, and Photoshop in particular)
- Expert in Google Suite and Microsoft Office Suite, with particular experience in PowerPoint deck design
- Ability to compile and analyze email, website, and social media analytics
- Experience with advertising on Google Ads and social media
- Comfortability traveling several times a year for events

PREFERRED QUALIFICATIONS (NOT REQUIRED)

- Experience with event planning and management
- Experience with Hubspot or a similar tool
- Proficiency in Eventbrite and Salesforce
- LEED Green Associate (GA) or LEED Accredited Professional (AP) credential

COMPENSATION & BENEFITS

- Full-time, overtime-exempt salary position
- Compensation within listed range, 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
- 401(k) 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 both the combined PDF and the email "Marketing & Events Associate-[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!