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GreenElectronicsCouncil.org

Senior Director, Global Outreach and Marketing

POSITION DETAILS:

- Full-time (\$120k - \$145k/year)
- FLSA Exempt
- Based in Washington, DC Area or Remote
- Reports to CEO

ABOUT THE GREEN ELECTRONICS COUNCIL:

The Green Electronics Council (GEC) is a mission-driven non-profit organization that seeks to achieve a world in which only sustainable electronics are designed, manufactured, bought, used, and recycled. GEC was founded in 2006 and manages the most widely used ecolabel for electronics globally, EPEAT, which is used by purchasers in more than 42 countries. GEC works with global electronics brands and large scale purchasers to facilitate their adoption of sustainable manufacturing and procurement systems. We aim to increase the market availability and purchase of sustainable electronics. More information is available at www.GreenElectronicsCouncil.org.

POSITION SUMMARY

The Senior Director, Global Outreach and Marketing plays a key role in the continued growth of the Green Electronics Council (GEC). The position is responsible for creating visibility and excitement about the impactful, mission-driven work of GEC.

The staff reporting to this senior level position are responsible for:

1. Global Outreach and Marketing: GEC provides relevant materials to both purchasers and electronic manufacturers. Staff are responsible for working with program staff to create compelling content for various communication products and channels including branded webinar series.
2. Global Campaign Management: GEC works with global IT companies, high-level policy decision-makers and influential non-profits in the development and successful implementation of shared campaigns. Staff are responsible for conceptualization of campaigns, identifying viable partners, engaging those partners and managing the campaign to successful completion.
3. Event Management: GEC holds several events throughout the year to celebrate those organizations responsible for furthering sustainability. Staff are responsible for deciding on event themes, identifying venues, negotiating with relevant vendors and successful event implementation.

ESSENTIAL DUTIES

- Member of GEC's Executive Management team.
- Develop a global outreach and marketing strategy, associated implementation plan, and manage the staff to execute.
- Ensure the timely communication of GEC's activities to a diverse set of stakeholders around the world.
- Partner with internal Functional Leads to meet their communication needs for key GEC initiatives and offerings.
- Draft various external communications including press releases, opinion articles, social media postings and website content.
- Oversee the maintenance of GEC's website to ensure singularity of voice and to continuously improve user experience.
- Track and analyze channel metrics to gauge what we can do better and continually refine approaches.
- Identify and help secure speaking engagements for GEC representatives.
- Oversee GEC's calendar of global events for participation by GEC representatives.

QUALIFICATIONS

- A commitment to GEC's vision and mission, motivation to contribute to organizational success, desire to have an impact at scale.
- Fifteen years senior level experience as a marketing and communications leader - preferably in the fields of technology or sustainability on a global scale.
- Required: Bachelor's degree in business, media relations, public campaigns, marketing, and/or social media.
- Preferred: Master's degree in business, marketing, communications, sustainability or related discipline.
- Previous positions with demonstrated strong relationship management experience. Passionate about looking for new and creative ways to leverage communications to influence and change behavior.
- Experience planning and executing global campaigns and engaging with public/private sector senior level individuals.
- Top-notch writing, editing and proofing skills.
- Interest in technology and all things that beep.
- Personal commitment to sustainability.

Benefits: GEC recognizes, rewards, and supports our employees and we offer outstanding benefits:

- Comprehensive health coverage (medical, dental, and vision)
- 401(k) retirement savings plan fully vested upon enrollment
- Annual paid time off including 3 weeks' vacation (plus a paid week off during the Winter holidays) and 40 hours volunteer leave (can be used for a qualified volunteer activity, particularly STEM or conservation related)

- Annual professional development stipend applicable to tuition for qualified degree program and/or certification

Application Process: Submit a résumé, two writing samples, and a cover letter specifically focused on your qualifications for this position to Ms. Julia Bulfin: jbulfin@greenelectronicscouncil.org . Include in your cover letter details demonstrating competencies and qualifications listed above.