



Raising building standards.
Building better builders.

Sales and Marketing Specialist

Position Overview: Working closely with the Chief Operating Officer and Building Professionals clients, the Sales and Marketing Specialist will develop strategies and tactics to maximize overall marketing in support of our business development objectives, business projects, and program initiatives.

Reports to: Chief Operating Officer

Duties will include, but not be limited to

- Develop and implement the corporate brand strategy.
- Increase brand awareness by participating in various local and national events, tradeshow and conferences.
- Define and create effective communication processes and plans for marketing.
- Develop, implement and manage customer retention strategies.
- Plan and execute marketing and communication plans.
- Define and test processes for measuring the return on investment of various marketing strategies.
- Develop or oversee creation and maintenance of marketing tools and all collateral material.
- Manage and provide research and intelligence on customers and competitors.
- Perform sales related calls to architects, general contractors, potential members and other identified stakeholders.
- Work with company clients to assist in their sales and marketing process and strategies.
- Prepare reports, statistics and recommendations on strategy and implementation.
- Make technical presentations for architects and general contractors.
- Identify and foster relationships with other training organizations to develop partnerships.
- Assist in technical marketing and brand awareness for client Associations.
- Liaise with committees both regionally and nationally.
- Assist in website planning, revisions and maintenance.
- Provide weekly and monthly reporting to managers in regards to sales calls and marketing activity.
- Maintain knowledge of marketplace and monitor changes of energy codes.
- Write articles for newsletters and other publications
- Participate in committee meetings and liaison with committee members in regards to marketing initiatives.

Special Requirements

- Willing to work on special projects, above and beyond the above scope of work, from time to time.

Required Knowledge, Skills, and Abilities

- Knowledge of the building industry, specific to green building, building science or building enclosures.
- 5 – 7 years of sales and marketing experience or similar skills
- Ability to Travel
- Strong record of project management experience and strong office and organizational skills.
- Excellent written and oral communication skills.



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- Excellent interpersonal skills and ability to work with variety of clients and co-workers in a professional manner
- Ability to work under pressure, manage multiple deadlines and change priorities with ease.
- Strong work ethic with the ability to work independently with minimum supervision.
- Knowledge and experience in Word, Excel, PowerPoint and Outlook
- Ability to handle and resolve new and recurring problems.
- Management acumen with the skill to supervise others and delegate work tasks.

Preferred Requirements:

- Bachelor's degree
- 5+ years division 7 specification related products experience
- Local understanding of codes and the CSI format of specifications
- Experience in making American Institute of Architects (AIA) presentations.