

## Job Title: Marketing Associate

Office Location: Remote, Downtown LA, or Pasadena

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

### WHO WE ARE

- Verdical Group is a leading full service green building consulting firm specializing in: Certification Project Management (LEED, WELL, Living Building Challenge, CALGreen, etc.), Energy Modeling, Commissioning, Net Zero Design and Program Management. We also produce the nation's largest annual [Net Zero Building Conference](#).
- Our core values include: environmentalism, fun, inspiration, adventure, and learning.
- A growing group of 9 team members.
- Certified B Corporation, meeting rigorous standards of social and environmental performance, accountability, and transparency.
- 1% for the Planet Member Company: we walk the talk, donating 1% of our annual revenue, not just profit, to environmental nonprofit organizations.
- An equal opportunity employer; our diverse team is one of our greatest assets.
- Visit us at: [www.verdicalgroup.com](http://www.verdicalgroup.com) 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.
- 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.
- An inspired change maker who wants to work in a fast-paced start-up environment.
- An exceptional communicator via email, phone, screen sharing, and in-person meetings.
- A strong writer and verbal communicator with a fastidious attention to detail.
- You thrive in a work hard / play hard environment where you're surrounded by likeminded, passionate sustainability professionals who are working to change the world.

### REQUIRED QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Sustainability, or a related field
- Minimum 1-3 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 campaigns, manage lists, and analyze reports in MailChimp
- Understanding of and experience with SEO and Google Analytics
- Proficiency with Adobe Suite (Illustrator, InDesign, and Photoshop in particular)
- Expert in Microsoft Office Suite, with particular experience in PowerPoint deck design
- Ability to compile and analyze email (MailChimp), website (Google Analytics), and social media (Twitter, LinkedIn, Facebook, and potentially Instagram) analytics

### PREFERRED QUALIFICATIONS (NOT REQUIRED)

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

### COMPENSATION & BENEFITS

- Full time exempt salary position
- Compensation commensurate with experience
- 100% company paid Health insurance (gold level PPO) and dental insurance
- \$750/year continuing education stipend + 100% firm paid credential exams and renewal fees
- \$100/month cell phone benefit
- \$100/month commuter benefit for reducing our carbon footprint if you do not drive to work
- IRA (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
- Flexible office schedule
- Attend industry events including USGBC-LA's MGBCE and VG's Net Zero Conference
- Quarterly team great outdoors adventures

### APPLY

- Send an email with both PDF cover letter and resume attached to: [applicants@verdicalgroup.com](mailto:applicants@verdicalgroup.com)
- Title both the combined PDF and the email "Marketing 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!

