

Job Title: Senior Manager of Marketing and Events – Houston
Job Location: Houston, TX
Job Level: Full-time (Exempt)

Job summary:

Greentown Labs, the largest climatetech startup incubator in North America, recently expanded to Houston, Texas—the energy *transition* capital of the world. This is Greentown’s first expansion outside of Massachusetts. Greentown Houston opened its doors in the innovation district on April 22, 2021 with the support of 27 Founding Partners, and proudly welcomed 30 inaugural startup members to its community.

Greentown Houston aims to serve as an on-the-ground catalyst for the energy transition in Houston. It will be a convener for the community working on the energy transition—startups, investors, corporate partners, students and other stakeholders—and work to bring in those who have yet to engage. To support these activities and amplify the incubator’s vision for climate action, Greentown Houston is hiring a collaborative and mission-oriented Marketing and Events Senior Manager to lead the day-to-day marketing efforts and ecosystem events for its Houston location. The Greentown team operates on a “no task is too small” mindset which means the Senior Manager must be willing to dive in and roll up their sleeves to tackle any task at hand. And equally important, in this dynamic role the right candidate will also be expected to think strategically and offer recommendations to elevate Greentown—and its community’s—brand across the Houston ecosystem.

The Senior Manager of Marketing and Events - Houston will report directly to the Vice President of Marketing and Communications and work closely with the Head of Greentown Houston. To be successful in this highly collaborative role, this person will work seamlessly with the entire Greentown team (across locations), Houston community members, and Houston partners.

Primary responsibilities of this role:

- **Event management (40%):** This person will lead the planning and execution of Greentown Houston events, and play a key role in setting ongoing event strategy for our Houston location. This includes events led by Greentown and those led by ecosystem partners hosted at Greentown Houston. We anticipate hosting approximately one evening event per week which this person will be responsible for. The Senior Manager will manage all event-related vendors and field inbound inquiries about hosting events at Greentown Houston. As a convener of the ecosystem, Greentown Houston will host tours of the incubator and this person will lead the coordination and execution of those visits. As we emerge from the COVID-19 pandemic, this person must feel comfortable leading and executing seamless hybrid (in-person and virtual) event experiences. This person will work closely with Greentown’s Events Manager to ensure all events follow standard protocols and procedures.

- **Content (25%):** This person will craft and develop content that exemplifies and amplifies our messaging around the themes of climatetech, startup innovation, and corporate partnerships—specific to our Houston incubator and the role we can play to accelerate the energy transition in Houston. This content will come to life in various formats (articles, press releases, newsletters, collateral, etc.) and be distributed across many channels.
- **Social media (25%):** This person will be responsible for amplifying Greentown Houston’s activities, members, partners and the broader Houston innovation ecosystem across Greentown’s social media channels. Channels include Twitter, Facebook, LinkedIn and Instagram. They must be comfortable taking photos and videos of events and happenings at Greentown Houston for amplification across social media.
- **Website (10%):** This person will be responsible for updating Greentown’s website with information about Greentown Houston members, partners, and press coverage.

What are we looking for?

You, generally, are:

A hard-working, incredibly organized, and motivated individual. You are committed to climate action. You’re resourceful, creative, collaborative, and have a knack for getting things done. You enjoy working on teams (including teams that span multiple geographies), but also thrive when assigned individual projects. You have an ability to manage multiple projects and change priorities in stride, while maintaining high attention to detail. You are excited to take on a wide range of tasks, are comfortable in public speaking capacities, have strong writing skills, and are passionate about hosting top-notch events.

Your education + experience include:

- Bachelor's degree in a relevant field;
- 4+ years experience in a communications and/or marketing role;
- At least two years managing digital and social platforms for a business/organization;
- At least two years of experience managing large-scale events (100+ people);
- Demonstrated experience working in a highly collaborative role with multiple stakeholder groups;
- Experience producing high-quality content at a high volume;
- Experience with sales and marketing platforms (MailChimp, Salesforce, Wordpress)
- Experience managing virtual event platforms (Zoom, Hopin, Remo, etc.)
- Experience in cleantech, climate, or environmental services is a plus
- Experience in a marketing agency setting is a plus
- Experience with design is a plus

BENEFITS + PERKS:

- A flexible, fun, supportive working environment; working alongside amazing people tackling the planet's biggest challenges.
- Generous parental leave policy and benefits package including medical, dental and vision insurance and 401k plan; and
- Work at the largest climatetech incubator in North America which includes an awesome community of mission-driven entrepreneurs and endless networking opportunities.

RECRUITMENT PROCESS + NEXT STEPS:

Please attach and send your resume, a short cover letter, a list of three references, and brief answers (maximum two paragraphs each) to the three questions below to talent@greentownlabs.com. The subject of your email should be "Marketing and Events Senior Manager - Houston: [Your Name]."

The ideal start date for this position is September 30, 2021, if not sooner.

Your cover letter must address:

1. Why you are a good fit; why we would be psyched to have you join us; and why you're excited about the energy transition in Houston;
2. Your salary requirements; and
3. The date you are available to start.

EQUAL OPPORTUNITY:

Greentown Labs seeks to fully represent our community and constituencies—particularly low-income communities and communities of color—to amplify those voices and provide opportunities to participate in the direction and leadership of the organization. We actively encourage candidates from broad, diverse backgrounds to apply.

Greentown Labs is an Equal Opportunity Employer and we do not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, status as a veteran, and basis of disability or any other federal, state or local protected class.