



JOB DESCRIPTION: EVENTS MANAGER

POSITION: FULL-TIME

Greentown Labs is seeking an Events Manager who is passionate about creating incredible event experiences that generate opportunities for collaboration, engagement, and inspiration, and leave attendees feeling proud to be part of the Greentown Labs ecosystem.

In this role, you will lead the planning, marketing, and execution of various events at Greentown Labs Houston, including but not limited to: external ecosystem events, partner events, recruitment events and community events. The Events Manager position provides an opportunity to learn how to successfully promote and market a rapidly growing startup and handle long-term logistical planning for both internal and third-party events. In this dynamic role, you will also be expected to think strategically and offer recommendations to elevate Greentown—and its community's—brand across the Houston ecosystem.

ABOUT THE POSITION:

Your work as the Events Manager will focus on the following key objectives:

Project Management:

- Drive the event planning, project management, and execution of Greentown Houston's public events, external partner events, and the incubator's largest event of the year, Climatetech Summit
- Manage Events Coordinator to ensure successful event logistics before, during, and after events, including space setup and breakdown, catering support, name tags, signage, and vendor support
- Collaborate regularly with colleagues, member companies, strategic partners, and vendors to ensure high-quality and successful events
- Work across the Houston team to effectively coordinate and plan both external and internal events
- Lead the logistical planning and execution for smaller day-time events, including visitor tours, workshops, and lectures, etc.

Marketing:

- Collaborate with the rest of the marketing and events team to ensure effective messaging, collateral, social media, and promotion of all events
- Amplify Greentown Houston's activities, members, partners, and the broader Houston innovation ecosystem across Greentown's social media channels
- Update Greentown's website with information about Greentown Houston members, partners, and press coverage

Administrative/Other:

- Spearhead management of tasks before, during, and after events, including Eventbrite creation, recording management, Zoom creation and execution, Q&A tracking, etc.
- Manage and field inbound inquiries about hosting events at Greentown Houston
- Maintain data management and tracking of events, campaigns, and marketing budgets
- Commitment to diversity and to serving the needs of a diverse community.



Performs other duties as assigned.

Required Skills and Experience:

- Bachelor's degree or equivalent in a relevant field
- 5 years experience in an events and/or events marketing role; experience in cleantech, climate, or environmental services is a plus
- At least two years managing large-scale events (100+ people)
- Experience with sales and marketing platforms (MailChimp, Salesforce, WordPress, Canva)
- Experience managing virtual event platforms (Zoom, Hopin, Remo, etc.)
- Exceptional organizational and project management skills
- Excellent written and verbal communication skills
- Demonstrated experience working in a highly collaborative role with multiple stakeholder groups
- Comfort with the fast-paced nature of a startup, including the ability to receive, prioritize, and react to information with minimal oversight
- Curious, eager to learn, and a team player; a “no task is too small” mentality
- Ability to work some evenings, typically one evening per week

WHO WE ARE LOOKING FOR:

A hard-working, highly organized, and enthusiastic individual with a can-do attitude who enjoys working with startups. You are a problem solver, detail-oriented, resourceful, creative, and collaborative with strong listening and communication skills. You enjoy working on teams but also thrive when assigned individual projects.

COMPENSATION, BENEFITS AND LOCATION:

Greentown offers a comprehensive benefits package. The salary for this position begins at \$60,000 and is commensurate with experience. This role is based in Houston, TX. In addition to a competitive salary, Greentown Labs also offers:

- 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
- Work at the largest climatetech incubator in North America, which includes an awesome community of mission-driven entrepreneurs and endless networking opportunities

TIMELINE AND HIRING PROCESS:

To be considered for this role please send your resume, cover letter, and a list of three references to talent@greentownlabs.com. The subject of your email should be “Houston Events Manager Application”. **Failure to follow these instructions will result in an incomplete application.**

Your cover letter must address:

1. Why you're a good fit and why we would be psyched to have you join us;
2. Your salary requirements; and
3. The date you're available to start.

The ideal start date for this position is Feb. 1, 2023, if not sooner.

EQUAL OPPORTUNITY STATEMENT:

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.

ABOUT GREENTOWN LABS:

Greentown Labs is a community of climate action pioneers working to design a more sustainable world. As the largest climatetech startup incubator in North America, Greentown Labs brings together startups, corporates, investors, policymakers, and many others with a focus on scaling climate solutions. Driven by the mission of providing startups the resources, knowledge, connections, and equipment they need to thrive, Greentown Labs offers lab space, shared office space, a machine shop, an electronics lab, software and business resources, and a large network of corporate customers, investors, and more. With incubators in Somerville, Mass. and Houston, Texas, Greentown Labs is home to more than 200 startups and has supported more than 500 since the incubator’s founding in 2011. These startups have collectively created more than 9,000 jobs and have raised more than \$4 billion in funding. For more information, please visit www.greentownlabs.com or [Twitter](#), [Facebook](#), and [LinkedIn](#).