



JOB DESCRIPTION: COMMUNICATIONS COORDINATOR

POSITION: FULL-TIME

Greentown Labs is seeking a Communications Coordinator who is passionate about amplifying the work of startups and ecosystems to advance climatetech solutions to join its Marketing + Events Team. The primary goal of Greentown's Marketing + Events team is to highlight, celebrate, and otherwise bolster our community of 200+ climatetech startups.

In this role, you will contribute meaningfully to the execution of Greentown's communications strategy through content development, social media, asset creation, and more. As the Communications Coordinator, you will also be expected to think strategically and offer recommendations to elevate Greentown—and our community's—brand both within and beyond the Houston ecosystem.

ABOUT THE POSITION:

Your work as the Communications Coordinator will focus on the following key objectives:

Communications and Social Media:

- Write impactful newsletters, articles, and press releases around Greentown's key themes of climate action, the energy transition, climatetech entrepreneurship, collaboration, and more
- Draft engaging social media copy to promote Greentown's content, job opportunities, and more across LinkedIn, Twitter, Instagram, and Facebook
- Cover events, high-profile visits, and member community activities in real-time on Greentown's Twitter, LinkedIn, and Instagram profiles
- Support Greentown's Digital Marketing Coordinator in implementing an effective social media strategy

Marketing:

- Write and manage marketing collateral for Greentown's Houston incubator, including one-pagers and booklets
- Track press coverage of Greentown and our startups
- Manage marketing relationships across Houston's energy transition ecosystem

Administrative/Other:

- Give general support for the Marketing and Events team and the departments it serves
- Support events and tours as needed
- Commitment to diversity and to serving the needs of a diverse community



Performs other duties as assigned.

Required Skills, Experience, and Qualities:

- Bachelor's degree or equivalent in a relevant field
- Three years of experience in a communications, marketing, or journalism role; experience in climatetech is a plus
- Experience writing social media for a brand or publication
- Exceptional organizational and project management skills
- 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 evenings, typically one evening per week

WHO WE ARE LOOKING FOR:

You are a hard-working, highly organized, and enthusiastic person with a can-do attitude who enjoys working with startups. You are a powerful writer, 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 \$54,000 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, a writing sample, and a list of three references to talent@greentownlabs.com. The subject of your email should be "Communications Coordinator 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 May 1, 2023, if not sooner.



EQUAL OPPORTUNITY STATEMENT:

An Equal Opportunity Employer: Greentown Labs believes that all persons are entitled to equal employment opportunity. Greentown Labs will not discriminate or tolerate discrimination against any employee or applicant because of race, color, creed, religion, genetic information, sex, sexual orientation, national origin, age, status with regard to public assistance, marital or veteran status, disability or any other characteristic protected by local, state or federal law. Equal employment opportunity will be extended to all persons in all aspects of the employer-employee relationship, including recruitment, hiring, training, promotion, transfer, discipline, layoff, recall and termination. Disabled applicants may request any reasonable accommodation needed to enable them to complete the application process, additionally reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this role. Employment with Greentown Labs is on an “at will” basis which means either the applicant/employee or Greentown Labs can end the employment relationship at any time, for any reason, with or without prior notice.

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 24,000 jobs, raised more than \$4 billion in funding, and generated more than \$9.8 billion in regional economic impact. For more information, please visit www.greentownlabs.com or [Twitter](#), [Facebook](#), and [LinkedIn](#).