

associate, programs & communications

December 1, 2021

Opportunity

The Building Energy Exchange (BE-Ex) is an independent nonprofit driving energy efficiency in the built environment through our first of its kind resource center, in downtown Manhattan. We act as a hub for activities that help building owners, operators, and designers save money and reduce pollution and carbon emissions through energy efficiency measures. We provide education, exhibits, targeted research and critical tools to advance the energy efficiency of buildings, directly supporting the City and the State's ambitious climate action plans.

The Exchange is both a place and an objective. We deliver our own programming while also providing a neutral setting for the exchange of ideas and progressive discourse. The Exchange delivers diverse programming, networking opportunities, and actionable information of best practices and technologies. We also maintain a virtual presence, at be-exchange.org, showcasing our research, resources and a community calendar of important events.

BE-Ex is a growing organization with significant upward mobility prospects for exceptionally driven, organized candidates. Join us and help us transform New York into a cleaner and greener city.

Profile

Reporting to the Managing Director of Strategy & Programs, and working with the programs and communications team, the **Associate, Programs & Communications** will play a central role in all aspects of delivering BE-Ex educational programs and supports BE-Ex communications, including social media, newsletter and online presence, with specific regard for marketing educational programs and our e-learning platform, BE-Ex Ed. The Programs Associate is critical to realizing our organizational objectives, building our audience and community, and will play a very active role in the administration of BE-Ex's energy efficiency resource center.

Responsibilities

Programs

- Play a central role in the development, delivery, and marketing of of BE-Ex's educational programs and events, as well as the events of our partners;
- Manage the logistics and facilitate delivery of educational programs and event activity (including on-site and live-remote logistics, and development of pre- and post-event resources;
- Attend and assist in hosting BE-Ex programs and events, including some early mornings and evenings;
- Assist in maintaining BE-Ex's events calendar and tracking other events and activities in the sector

Programs Responsibilities, Con't

- Assist in the coordination of partnership networks, including with many high profile organizations and with other resource centers in the US and abroad;
- Act as the face of BE-Ex for our partners and other organizations using our resource center;
- Maintain a working knowledge of NYC's relevant programs and events;
- Maintain a working knowledge of significant developments and trends in building energy efficiency.

Communications

- Support marketing of educational programs and other BE-Ex activities, including management of our bi-weekly newsletter and other virtual mailers
- Generate and curate content for social media channels, with specific focus on expanding our reach;
- Support the delivery of our annual Daylight Hour social media campaign;
- Research and implement new forms of multimedia to help promote BE-Ex activities, programs, and resources;
- Support the branding (visual and editorial identity), and delivery of marketing campaigns around BE-Ex programs and resources, including our e-learning platform, BE-Ex Ed;
- Produce media kits, including content and visual assets, in promotion of programs and resources
- Support media partnerships with peer organizations by delivering on promotional obligations.

Administrative

- Coordinate logistics of scheduling events and meetings, including use of the Exchange by partners and peers, and document & report professional CEUs for educational program attendees;
- Track program expense documentation and reporting, and coordinate invoicing with bookkeeper;
- Greet visitors and assist in managing of Center activities and operations;
- Assist to facilitate partnerships with professional organizations and academic institutions.

Qualifications

Candidates with Bachelors degree in Architecture, Engineering, Sustainable Development/ Management, Environmental Sciences or related fields will be preferred. Demonstrated knowledge and deep interest in communications, marketing, and social media preferred. Candidates with working knowledge of building science preferred. Excellent work experience references required. 1-2 years post

collegiate work experience is highly preferred. Familiarity with the NYC real estate market and stakeholders a plus.

Experience with email marketing platforms (e.g. Mailchimp), social media management tools (e.g. Hootsuite), Salesforce, and Wordpress preferred. Experience with Adobe Suite (Photoshop, Illustrator) preferred.

Anticipated annual salary for this position is \$50,000. Building Energy Exchange provides a suite of industry standard benefits.

Contact

To apply, please email your resume and cover letter as one PDF to info@be-exchange.org with subject: Programs Associate - [Name]