



## **JOB POSTING: Marketing Specialist**

GREENGUARD Environmental Institute (GEI) seeks a motivated and energetic **Marketing Specialist** committed to overseeing marketing activities specifically targeted at Europe and Asia in an effort to drive awareness and interest in sustainability services from UL Environment. All efforts should focus on achieving targeted revenue goals.

### **ESSENTIALS DUTIES:**

- Work with the Global Director and Director of Marketing to develop marketing plans to drive awareness and interest in indoor air quality, sustainable product certifications, environmental product declarations and claim validations for Europe, China, India, and Japan.
- Responsible for tactical execution of marketing plans within budget and on time.
- Work closely with in-country marketing managers and international sales managers to enhance country specific insights that will positively impact our marketing plans and revenue targets.
- Manage necessary translations to support the targeted geographies including collateral, website, and press releases.
- Handle ongoing maintenance of the language specific sites by reviewing and keeping all content refreshed and correct at all times.
- Work with global manufacturing partners to maximize the value of their certification (UL Environment or GREENGUARD). Serve as their day to day contact for all marketing needs related to marks and brand guidelines, collateral material and messaging development for the programs.
- Define presence and manage all logistics for key industry tradeshows including Orgatec, ISSA and others to be defined.
- Effectively manage agency resources to develop marketing materials for key tradeshows, sales and other initiatives as necessary.
- Must be willing to travel 30 %.

### **EDUCATIONAL REQUIREMENTS:**

- Marketing or Business degree, or relevant work experience
- MBA a plus

### **EXPERIENCE/SKILL REQUIREMENT:**

- 3-5 years experience in execution of marketing programs to maximize customer awareness and adoption.
- Excellent interpersonal skills, high energy, strong organizational and problem solving skills.
- 3+ years experience in environmental marketing or sustainability initiatives
- Experience working in a technical environment or strong technical aptitude. Ability to translate complex technical information into effective marketing language to the target audience
- Ability to communicate clearly and persuasively and interact effectively with high-level team members and stakeholders.
- Build strong relationships with ULE marketing and sales team and the global UL marketing managers.

### **COMPENSATION:**

We offer a great compensation package that includes excellent benefits of life, income protection, health, dental and vision coverages, 401(k), paid vacation, and a competitive salary.

Interested? Please email your resume to [jobs @greenguard.org](mailto:jobs@greenguard.org).

**We are an equal opportunity employer, dedicated to the policy of non-discrimination in employment on any basis, including race, color, religion, sex, age, national origin, veteran status, or disability that does not prohibit performance of essential job functions.**