

## **Building Performance Institute, Inc. Position Description**

**Job Title:** Manager, Marketing and Communications  
**Reports To:** Director of Workforce Development  
**FLSA Status:** Exempt

**Summary:** Oversee and execute BPI's digital marketing and communications strategy, manage the BPI brand and manage internal and external communications.

**Essential Duties and Responsibilities** include the following:

- Track marketing and communications expenses and adhere to departmental budget.
- Manage and execute organization's social media presence to effectively communicate with stakeholders.
- Oversee pay-per-click advertising campaigns to build brand recognition and get conversions.
- Develop and implement BPI's external communications strategy engaging 15,000 stakeholders across the country.
- Design advertisements for general marketing, conferences, and digital advertising.
- Support relationships with industry partners.
- Manage BPI's corporate website, [bpi.org](http://bpi.org), to present a cohesive message that reflects the breadth of the company's offerings.
- Create and disseminate BPI press releases to BPI's constituent network and local and national media.
- Publish BPI's quarterly e-newsletter, *Performance Matters*. Recruit guest columnists and manage layout, production and distribution.
- Plan and manage BPI's presence at industry conferences and tradeshows, including developing proposals for speaking roles, and planning exhibitor presence on tradeshow floor.
- Develop company fact sheets, brochures, exhibit booth and collateral materials for display at trade shows and conferences.
- Build consumer awareness of the BPI brand, including maintaining a separate website, [bpihomeowner.org](http://bpihomeowner.org), and implementing activities that reinforce the brand.
- Plan and supervise BPI's internal communications activities.
- Other duties as assigned.

**Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education/Experience:**

Bachelor's degree from a four-year college or university in field of marketing, marketing research, communications or similar; and three or more years related experience in the area of digital marketing and communications.

**Language Ability:**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**Math Ability:**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

**Reasoning Ability:**

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**Computer Skills:**

To perform this job successfully, an individual should have:

- Intermediate level of proficiency in the following Microsoft Office products: Word, Publisher, Outlook, Excel, and PowerPoint, as well as Constant Contact
- Basic to intermediate graphic design skills in software's such as Adobe Creative Cloud, InDesign, etc.

**Certificates and Licenses:**

Valid driver's license.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

**Travel:**

This position requires national travel estimated at 20 percent of the time.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee must occasionally lift and/or move up to five pounds.

**Position Description Acknowledgment:**

I acknowledge that I have received a copy of the position description. I will read the position description and ask questions if I need additional information regarding items covered in the position description.

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Name (print)

Date

Signature

**Apply:** Please send your resume and cover letter to Bruce DeMaine at [BDemaine@bpi.org](mailto:BDemaine@bpi.org).