

BPI Seeks a Marketing Communications Specialist

To our friends in the BPI community, we are sending this notice of an important position opening at BPI in case you or someone you know in the community would be interested in responding. Feel free to pass it on. Thank you.

Take the next big step in your career! Join the Building Performance Institute team. BPI has an opening for its Marketing Communications Specialist position. The successful applicant will be responsible for executing BPI's digital marketing and communications strategy, manage the BPI brand, and manage internal and external communications. Candidates must demonstrate a background of experience relating to building performance and an understanding of the key stakeholders relating to BPI's role in advancing this industry. This position reports to BPI's Director of Workforce Development. The physical location of BPI's office is Malta, NY, but due to the pandemic, it is not expected that candidates physically relocate to the area. However, candidates who propose working remotely must demonstrate experience in productively working and communicating with co-workers and key stakeholders and clients from a remote location.

Interested candidates should read the [Position Description](#) before responding with a resume and cover letter along with salary expectations. **Please send application package to Geri Valentine at gvalentine@bpi.org.**

Essential Duties and Responsibilities include the following:

- Track marketing and communications expenses and adhere to departmental budget.
- Implement organization's social media presence to effectively communicate with stakeholders.
- Oversee pay-per-click advertising campaigns to build brand recognition and get conversions.
- Manage and report data analytics.
- 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, 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 tradeshow, 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, and employing activities that reinforce the brand.
- Plan and supervise BPI's internal communications activities.

BPI offers a highly competitive benefits package including health insurance, personal time off, holidays, and retirement plan. Successful passing of BPI's Building Science Principles and/or Healthy Housing Principles certificate of knowledge is a plus.