

Vice President of Marketing

[Full Time, Virtual, Exempt]

Department: Executive Team

Reports To: CEO

Posted: April 24, 2024

Closes: When position is filled / May 24th, 2024

To apply: submit a resume and cover letter through My Green Lab's application portal at:
<https://www.mygreenlab.org/employment-opportunities.html>

My Green Lab (MGL) seeks a passionate and motivated Vice President of Marketing to grow our multiple brands, raise our profile, and increase our impact. The successful candidate will have a demonstrated ability to build and manage brands for nonprofits, private enterprises, and/or business units. Experience working in biotech and pharma, corporate sustainability, green labs, green buildings, or a related field is highly desirable.

Join My Green Lab to work with brilliant colleagues in a stimulating and supportive working environment. Work flexibly from your home office. Receive a competitive and performance-driven compensation and benefits package. My Green Lab seeks applications from experienced marketing professionals who want to contribute to an organization making a difference on some of the world's most critical issues in a dynamic and rapidly growing industry.

This is a full-time position with generous benefits, including fully covered healthcare, dental, and vision premiums, a 6% 401k match, 4 weeks of annual paid vacation, and more. MGL is a 100% remote workforce: this position will be permanently based out of a home office. Less than 20% travel is expected. Salary is commensurate with experience with the potential for significant bonus and equity compensation.

About My Green Lab

Scientific laboratories drive research and development for industries around the world, and they represent an enormous, untapped potential for sustainability. They discard over 12 billion pounds of plastic annually, and they consume 5-10 times more energy and water than office spaces. Worldwide, laboratories comprise an industry that is 3 times the size of the building products space and just over half the size of the automotive industry.

My Green Lab is a highly entrepreneurial, disciplined start-up organization that delivers industry leading improvements in the environmental impact of laboratories by building a culture of sustainability through science, directly engaging scientists and the teams of people who support them. Our members and supporters range from small laboratories to some of the science community's largest corporations and academic institutions. We develop standards, oversee their implementation, and inspire the many behavioral changes that are needed throughout the scientific community. In addition to motivating behavioral change in and around the lab through easily and rapidly implementable tools with clear measurement and verification, we are also leading data-driven research into environmental health impacts and resource consumption.

Since our founding in 2013, MGL has become one of the most influential organizations in the laboratory sustainability space.

In 2024, My Green Lab launched Impact Laboratories ([impactlaboratories.com](https://www.impactlaboratories.com)) to provide independent verification services for My Green Lab Certification while providing marketing and business development support for the ACT Environmental Impact Factor Label and issuing certificates for the MGL Accredited Professional (AP) Program.

About This Role

The VP of Marketing will lead the digital, print, and in-person marketing and outreach efforts of both My Green Lab and its subsidiary, Impact Laboratories, with a focus on demand generation. Working with the CEO and Senior Marketing Manager, they help shape the organization's overall brand and messaging, as well as those of our individual programs. The VP of Marketing must be a creative leader who has demonstrated experience growing an organization's brand awareness, reputation and generating growth. MGL takes a data-driven approach to our business and our marketing, so the VP of Marketing must understand how to leverage technology platforms to track the ROI of their efforts and quantify their performance relative to the organization's goals and KPIs. Working with our sales and business development team, the successful candidate will demonstrate that their marketing efforts result in new leads and sales opportunities.

MGL's VP of Marketing must be passionate about the organization's mission and be able to clearly articulate its importance and relevance both in the context of the global sustainability movement as well as within the scientific community.

Key Responsibilities

The key responsibilities of this position include, but are not limited to:

Growth Marketing

The VP of Marketing will develop and implement comprehensive, data-driven digital and print marketing strategies to enhance brand awareness, increase engagement, and drive adoption of My Green Lab's initiatives and programs in line with strategic plan goals. They will lead the development of marketing campaigns, content, and materials across various channels, including digital, social media, email, events, and traditional media. They will track the performance and ROI of our marketing strategies and work to refine them over time.

Demand Generation

The VP of Marketing will collaborate with internal teams to identify target audiences, market segments, and key messaging and content marketing that effectively communicates My Green Lab's value proposition. They will be responsible for generating a sufficient quantity of high-quality qualified leads to meet My Green Lab's sales targets.

External Event Management

The VP of Marketing will work with the Chief Growth Officer, CEO and Sr. Marketing Manager to identify key industry events and leverage promotional opportunities to establish MGL as a thought leader and drive new leads and uptake of our programs. The VP of Marketing will also be able to represent My Green Lab and speak powerfully and persuasively about our mission. Further, the VP of Marketing will work with the CGO and Senior Marketing Manager to develop a system for reporting and tracking the ROI of event attendance.

Brand Management

The VP of Marketing will work with the CEO and graphic design consultant(s) as necessary to create new graphic assets and ensure the My Green Lab and Impact Laboratories brands, visual identities and messaging are impactful and consistent across all external touchpoints, including but not limited to the website, print and digital collateral, email marketing, social media, reports, and presentations. Throughout Q4 2024 and into 2025, the VP of Marketing will lead the development of a new and improved website for My Green Lab to maximize reach and drive lead generation.

Content Marketing

The VP of Marketing will work with the Sr. Marketing Manager, external writers, and technical members of the My Green Lab team to develop and promote powerful and persuasive articles, guides, infographics, and useful free content to ensure My Green Lab remains the global hub for green lab information, driving our inbound sales funnel.

Fundraising

MGL fosters a culture of fundraising and business development at every position within the organization. Like all other staff, the VP of Marketing will be a part of MGL's annual fundraising campaign and support the CEO on relationships with key accounts, while ensuring sponsors receive recognition commensurate with their contributions through our marketing platforms.

Supervisory Responsibilities

This position oversees the Sr. Marketing Manager.

Qualifications and Experience

- 10 years of marketing leadership successfully helping grow an organization(s) or business unit(s) from \$3-5M to \$10-20M or similar
- Proven track record of developing and implementing successful marketing strategies that drive growth
- Excellent analytical skills, with the ability to develop analyses that drive continuous improvement and refinement of our marketing strategies
- Expertise in sustainability in biotech and pharma, green labs, green buildings, corporate sustainability or a related field
- Demonstrated project management ability
- Experience with event planning and management
- Experience with My Green Lab's marketing tools including MailChimp, Salesforce, and Wordpress
- Familiarity with the Adobe Suite of design software

- Excellent written, verbal, and visual communication ability
- A bachelor's or master's degree in a related field (preferred)
- Demonstrated passion for MGL's mission and sustainability in general

My Green Lab is a fast-paced and dynamic work environment, so the ideal candidate will be a flexible self-starter who embraces change and continuous improvement. The successful candidate will demonstrate interest in professional development and advancement within the role as they take on increased responsibility in line with the growth goals of the organization.

6 Month Tasks

- Developing a growth marketing campaign sufficient to generate leads in line with sales goals
- Developing new presentation templates and ensuring the visual brand identity and messaging for both organizations is clear and consistent
- Providing strategic input on My Green Lab email newsletter and press releases
- Assume management responsibility of the marketing department, including the Sr. Marketing Manager and social media consultant and contract graphic designers
- Developing a close-out process that ensures GLC and ACT certifications are publicly announced and celebrated
- Work with the Sr. Marketing Manager and the Investment and Partnerships Team to ensure sponsors are recognized for their support of MGL
- Manage MGL's attendance at key industry events and develop an ROI tracking process with the CGO
- Commissioning a web development project to refresh My Green Lab's online presence and drive additional sales leads through the MGL website
- Develop a regular reporting protocol and cadence to the Executive Team and Board on progress to annual goals
- Play a key role in developing strategy and annual goals for 2025

My Green Lab is an equal opportunity employer. We are committed to creating an inclusive environment for all employees.