



Greentown Labs

Job Description
September 2020

Job Title: Marketing and Events Associate

Job Level: Full-Time (Hourly)

Job Summary:

Greentown Labs, a mission-driven social enterprise, proudly fosters a vibrant culture emphasizing teamwork, positivity, personal growth and passion. We seek employees who share our zeal for clean technology, sustainability, entrepreneurship, and wish to grow with a thriving organization. As the largest climatetech startup incubator in North America, the mission of Greentown Labs is to enable entrepreneurs to focus on their inventions that will solve the world's most pressing climate and environmental problems

This cross-functional position will report directly to the VP of Marketing and Communications and support the Communications, Community and Strategic Partnerships teams. The Marketing and Events Associate will play a key role in organizing and executing Greentown Labs' events as well as contributing to the marketing efforts that support these events and the incubator. The Associate serves as a liaison between the Strategic Partnerships team and Community and Communications team to ensure seamless execution of major communications and programming.

Additionally, the Marketing and Events Associate will develop marketing content for Greentown Labs' various communications channels to promote Greentown Labs' news, members, partners, events and thought-leadership as needed. These channels include but are not limited to blogs, social media, flyers, website content, graphics and newsletters. This role is an opportunity to learn how to successfully promote and market a rapidly growing startup as well as handle long-term logistical planning for both internal and 3rd party events at the nation's largest cleantech incubator.

Primary Responsibilities of this Role:

- Marketing and event support for the Partnership Team's core partner program and Greentown Launch accelerator program
- Support planning, internal and external promotion, and execution of Partnerships-led events and other community programming initiatives
- Develop marketing content for Greentown Labs social media channels, website, and newsletters and support other marketing campaigns
- Create graphics in Canva or Illustrator for internal and external event promotion
- Support content creation for the core partner program and Greentown Launch accelerator program as needed, including press releases, social media toolkits, event recaps, descriptions, etc.
- Maintain data management and tracking of Partnerships-led events and campaigns



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- Spearhead management of tasks before, during and after events, including eventbrite creation, recording management, zoom creation and execution, Q&A tracking, etc
- Be able to rapidly take on new responsibilities in a fast-paced growth environment

Required Skills and Experience:

- Marketing, Communications, English, STEM, or related major with a strong academic record
- Extracurricular activities demonstrating a strong interest in sustainability, clean technology and/or climate action, & energy
- Relevant experience displaying initiative and leadership
- Ability to prioritize and juggle multiple tasks at once
- Capacity to predict and plan around potential operational failures
- Excellent written and verbal communication skills
- Can-do attitude and an eagerness to learn
- Familiarity with Mailchimp, Eventbrite, Canva, Salesforce, video conferencing platforms (e.g., Zoom/Remo), and basic design skills are a plus
- Experience with startups a plus

Benefits + Perks:

- A flexible, fun, supportive working environment;
- Access to the largest climatetech incubator in North America, which includes an awesome community of mission-driven entrepreneurs and endless networking opportunities.

Next Steps:

- Please upload your resume and cover letter on NUWorks. Your cover letter must address why you're a good fit and why we would be psyched to have you join us.

Compensation: \$17 / hr

Equal opportunity:

Greentown Labs seeks to fully represent our community and constituencies—particularly low-income communities and communities of color—to amplify those voices and provide opportunities to participate in the direction and leadership of the organization. We actively encourage candidates from broad, diverse backgrounds to apply. Greentown Labs is an equal opportunity employer.



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About Greentown Labs:

Greentown Labs is a community of bold, passionate entrepreneurs creating solutions for today's biggest climate and environmental challenges. Located in Somerville, Massachusetts, and founded in 2011, the Greentown Labs Global Center for Cleantech Innovation is the largest cleantech incubator in North America, operating a 100,000 sq. ft. campus comprised of prototyping and wet lab space, shared office space, a machine shop, electronics lab, and a curated suite of programs and resources. Greentown Labs is home to more than 100 startups and has supported more than 250 startups since its inception. These startups have collectively created more than 6500 jobs and have raised more than \$850 million in funding. The incubator's mission is to provide entrepreneurs with the community, resources, and space they need to thrive. For more information, please visit www.greentownlabs.com or on [Twitter](#), [Facebook](#), or [LinkedIn](#).