

Job Listing:

Marketing Manager

The Emu Mission

To close the gap between mainstream construction practices and advanced, proven building science. We empower our industry to build for the future and for resiliency through builder training and simple, standard, Passive systems.

Company Overview

Emu's training and services products center around the Passive House standard as an anchor point for making measurable and informed decisions toward high-performance building.

We are an accredited Education Provider with the international Passive House Institute for the Certified Passive House Tradesperson (CPHT) professional accreditation for residential and commercial construction professionals. We deliver this training in online and in-person formats, both directly as well as through licensing agreements with like-minded partners. We have trained more builders in the Passive House standard than any other organization in the United States, and we also author and maintain the curriculum for the Australian Passive House Association.

Our consulting services are based around the Passive House standard as the benchmark to which we measure any project or product that we model. Our Co-Founder, Enrico Bonilauri, was the 7th PHI Certifier in the United States and manages our Services team. By simplifying access to advanced building science, we have developed a flexible and product-agnostic construction system that is being tested in our North American Pilot Program for single-family residential.

Job Title

Marketing Manager

Employment Type & Compensation

- Part time contract position to start. Full time position with benefits available to the right candidate after a trial period.
- Remote work for individuals who reside in Colorado, Wyoming, or New York
- Occasional travel within the U.S. may be needed, up to once/month
- \$25-35/h or negotiable depending on experience

Excellent growth of the company customer engagement will be compensated accordingly.

The Role

In this role, you will promote sustainable building practices, health and comfort in the built environment, the international Passive House standard, and the latest building science within the mainstream construction market.

Together with the rest of the team, you'll help define Emu's overall marketing and outreach strategy.

Occasional events may require in-person presence, although the bulk of the work can be executed remotely.

Key Responsibilities

- Generate leads for both Training and Services segment of Emu's business.
- Help develop Emu's overall marketing strategy
- Online marketing, including newsletters, email sequences, website, and social media, and ads on Meta and Google

- In-person marketing including help organizing and promoting presentations, project tours, social events, and Emu's participation to expos and conferences
- Coordinate and generate content in collaboration with Emu's Team and Alumni
- Work with 3rd party entities for collaborations, campaigns, advertising campaigns, and social events.
- Participate in in-person events such as Emu training weeks, expos, and conferences

Must Have

- 2+ years experience in marketing
- Computer literacy and own computer, incl. Microsoft Office package
- Experience with Meta and Google ads campaigns
- Team player with excellent communication skills
- Maturity and discretion in handling private and sensitive materials
- attention to detail and an eye for graphics
- ability to pick up new processes, programs, etc., quickly

Nice To Have

- Hubspot certifications are a big plus
- Event planning experience

Tech

Prior experience in the following is required:

- Microsoft Office package
- Wordpress
- Google Ads, Meta ads

EEO Statement:

EMU is an equal opportunity employer. We do not discriminate on the basis of race, color, religion, marital status, age, national origin, ancestry, physical or

mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under federal, state, or local law. All aspects of employment including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs.