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www.cascadiagbc.org

JOB ANNOUNCEMENT

Title: **British Columbia Outreach & Advocacy Manager**
Status: Regular, exempt position
Reports to: Outreach & Advocacy Director
Hours: Full-time
Starting Salary: Salary commensurate with experience

BACKGROUND & SCOPE OF RESPONSIBILITY

The Cascadia Green Building Council (Cascadia) seeks a BC Outreach and Advocacy Manager based in our Vancouver, British Columbia office. The BC Outreach and Advocacy Manager is responsible for assisting with planning and implementing Cascadia's advocacy and outreach efforts in BC in collaboration with regional staff and BC volunteer groups (Branches), maintaining strong relationships with partner organizations, and fundraising with the goal of improving the sustainability of the built environment.

This is a position of leadership within a fast-paced, mission-driven organization. Applicants must care deeply about sustainability and have a keen interest in green building. Cascadia offers a collaborative, team-oriented workplace. While the work is challenging, the hours are often flexible, benefits are generous, and laughter is frequent.

ABOUT THE CASCADIA GREEN BUILDING COUNCIL

Cascadia's mission is to lead a transformation toward a built environment that is socially just, culturally rich and ecologically restorative.

We pursue our mission through a comprehensive programme of education, outreach, advocacy and innovation. We offer targeted education through our workshops and branch activities and we deliver customized curriculum to private companies, government entities and NGOs through our Cascadia in-the-house services. Our active network of volunteer-run branches keep the green building movement on its toes and locally relevant in 14 cities stretching across Oregon, Washington, British Columbia and Alaska. Together with our partners in the non-profit and for profit world, we advocate for progressive policies at the local, state/provincial and national levels. Finally, we are innovators. Our most prominent example of this is the Living Building Challenge – a game-changing green building performance standard, with over 70 projects currently in progress.

The work of the Outreach and Advocacy team at Cascadia is focused on transformation of the building sector via strategic campaigns, education efforts and grassroots organizing and support. Fundraising via earned revenue and membership and sponsorship generation is also a key function. The Outreach and Advocacy team works in close partnership with all departments of Cascadia.



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Cascadia's total annual operating budget is \$2.6 million with 16 full-time employees, 3 part-time employees, and a 21 member Board of Directors from across Oregon, Washington, British Columbia and Alaska. We enjoy broad and enthusiastic community support. Learn more about Cascadia at www.cascadiagbc.org.

DESCRIPTION OF DUTIES

- Develop and implement effective outreach and advocacy strategies to accelerate the adoption of green building and sustainable community development practices within BC.
- Serve as the face and voice of Cascadia at public presentations, conferences, policy hearings, Cascadia events, and other public meetings.
- Assist the Outreach and Advocacy Director with implementation of issues-based public awareness and advocacy campaigns.
- Organize revenue-generating workshops, presentations and training seminars for building professionals, public agencies, community organizations, and the general public.
- Build coalitions and collaborative relationships with key partners, including, but not limited to, the Canada Green Building Council, city of Vancouver, Metro Vancouver, the BC Government, AIBC, APEGBC, ASHRAE, BOMA, IFMA, Lighthouse Sustainable Building Centre, UBC, and SFU.
- Serve as staff liaison to the BC branch and leaf steering committees.
- Provide support to BC-based members of the Cascadia Board of Directors.
- Reach out to smaller communities to promote green building and sustainable development
- Recruit people to join Cascadia's individual membership programme.
- Work with the Outreach & Advocacy Director and the Development Department to prepare funding requests related to green building programmes for potential major donors
- Work with the Development Department to meet fundraising targets through Cascadia's *Friends of Cascadia* annual sponsorship programme. More information about this program can be found on Cascadia's website (<http://www.cascadiagbc.org/sponsorship>)
- Solicit programme sponsorships
- Provide day-to-day oversight and reporting on programme budgets and activities
- Help with strategic and business planning to contribute to the future of a growing organization
- Implement communication and marketing strategies in collaboration with the Outreach and Advocacy Team.
- Oversee and evaluate performance of volunteers and interns

QUALIFICATIONS

Required:

- A minimum 3-7 years of professional experience.
- A passion for sustainability and knowledge of sustainability issues, especially related to water, climate change, forestry, and toxicity.
- A clear understanding of the political process and knowledge of and ability to advocate effectively within BC provincial and local political arenas.



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- Strong connections within BC-based building-related and sustainability-focused organizations and businesses, including architecture and engineering firms, state and local governmental agencies, and others who are making a difference in the region.
- A demonstrated ability to write clearly and persuasively.
- Strong, compelling public speaking and presentation skills.
- A demonstrated ability to work with a variety of people representing different organizations, backgrounds and perspectives.
- Entrepreneurial, business and fundraising skills.
- Experience effectively managing staff and volunteers.
- Demonstrated organizational skills and project management experience.
- Friendly, outgoing nature and an eagerness to serve the public interest. An ability to go with the flow in a fast pace, high-energy organization is a key to success in this job.
- Self-sufficient office skills: ability to work with MS Word, MS Excel, MS PowerPoint. Cascadia's platform is Apple Mac
- Bachelor's degree required as a minimum with Master's Degree preferred.
- Good sense of humour.
- Willingness to travel at least one or two times per month throughout BC, and also in other parts of Cascadia.

Desirable:

- Professional degree related to building industry strongly desired (architect, engineer, contractor, planner, etc.)
- Knowledge of green building design, construction strategies, technologies and materials, and the ability to articulate the environmental, health, and economic benefits of green building.
- Experience securing corporate sponsorships and planning events and conferences.
- Experience with marketing, sales and communications work.
- Experience working in a non-profit setting with a mission-driven staff and board.
- Accreditation as a LEED GA or AP.
- Experience with design and construction practices.
- Familiarity with Macintosh computers and programmes

COMPENSATION

Salary range is \$50,000 - \$60,000 depending on experience and qualifications. Excellent benefits include three weeks of paid vacation annually, fully paid health and dental insurance for employee and all legal dependents, and employer contributions to a retirement fund.

TO APPLY

No calls, please. Send (in one file) cover letter, resume, and list of 3 to 5 references via email to Employment@cascadiagbc.org with the subject line of "{Your name}—British Columbia Outreach and Advocacy Manager". Applications must be received by August 6, 2010 to be considered for this position.

Cascadia is an equal opportunity employer.