



Green Century Capital Management, Inc.

Marketing Manager Position Announcement

Green Century Capital Management, Inc. (GCCM) administers the Green Century Funds, the first family of no-load environmentally responsible mutual funds. Founded and wholly owned by non-profit advocacy organizations, GCCM is dedicated to promoting an environmentally sustainable economy. The Green Century Funds are designed to achieve competitive returns while putting investors' money to work for cleaner air, cleaner water, and greater corporate environmental responsibility.

The Green Century mission:

- Provide environmentally responsible investing opportunities for those who care about the planet while seeking competitive returns
- Promote corporate environmental responsibility through a comprehensive and sustained shareholder advocacy program
- Support the advocacy and public interest work of GCCM's founding non-profit organizations by generating revenue to fund their programs

The GCCM staff work in three main areas: finance and operations, product development and marketing, and shareholder advocacy. GCCM is seeking to add a talented person to our marketing team in order to expand Green Century's outreach, attract more assets, and promote corporate environmental responsibility.

Job Description

Green Century's Marketing Manager is responsible for significantly increasing the number of investors in the Green Century Funds and the assets invested in the Funds. The Marketing Manager will be responsible for meeting monthly, quarterly and annual goals for new investors and new assets by building the Funds' grassroots base of environmentally committed shareholders.

The Marketing Manager will work closely with senior staff to devise and implement strategies for creatively marketing the Funds, focusing primarily on web and email marketing; outreach to the members of GCCM's founding advocacy organizations; media and public relations; and print advertisements. The Marketing Manager may also attend conferences, meet with institutional investors and conduct meetings with financial advisors specializing in socially responsible investing.

We are looking for a candidate with excellent writing and people skills, a fearless approach to calling members of the media, a proven ability to juggle multiple projects, and a good eye for design.

To build the Funds' assets and investor base, the Marketing Manager's responsibilities may include but are not limited to the following:

- Writing and overseeing the design of marketing materials
- Conducting email campaigns to current and prospective new investors
- Identifying new and creative opportunities to maximize GCCM's presence on the web
- Reviewing and updating Green Century's website content
- Coordinating with Green Century's partner organizations to market the Funds to their members
- Coordinating and evaluating direct mail projects
- Drafting and implementing comprehensive media and public relations campaigns
- Designing advertisements, researching new venues, and placing ads
- Conducting periodic analysis of market research
- Monitoring and controlling marketing budget expenses
- Producing monthly marketing reports
- Attending conferences
- Organizing seminars for and meetings with prospective investors and financial advisors; including sales meetings

Qualifications

We seek applicants who possess a strong commitment to environmental issues and environmentally responsible businesses. The successful candidate will also bring the following skills and attributes to the position: strong verbal, writing, interpersonal and analytical skills; energy and commitment to socially responsible investing; an ability to implement a comprehensive marketing and communications strategy; and the drive and energy to meet and exceed ambitious goals. Candidates for these positions should have three or more years of relevant professional experience post-college, including (but not limited to) work in political, policy, advocacy, business or government organizations.

Location

Boston, Massachusetts

Salary & Benefits

Salary is set on a non profit organization scale and is commensurate with relevant professional experience and/or advanced degrees. GCCM offers a comprehensive benefits package, including fully paid individual and subsidized family health care coverage, eligibility to participate in our 401k retirement plan following one year of service, educational loan assistance, parental leave and paid vacation and sick days. Opportunities for advancement, travel, and additional training are available.

Additional Information:

Please visit www.greencentury.com

To apply:

Interested candidates should send a resume and cover letter in confidence to:

info@greencentury.com

Please indicate in the subject line: GCCM Marketing Manager Candidate

Green Century Capital Management, Inc. is an equal opportunity employer