



Position Title: Marketing Manager, Corporate Partnerships
Reports to: VP Communications

Alliance Background:

The Alliance for Climate Protection, founded by Al Gore in 2006, is a single-purpose organization committed to igniting public action that will help solve the climate crisis. While public awareness of climate problem is now high, a sense of urgency and solvability remain alarmingly low. The Alliance's recently launched We Campaign will bring cultural and political shifts that dramatically alter US and international environmental policy by 2010. Paid advertising, grassroots partnerships, online and offline organizing, and media outreach will combine to create a movement of 10 million citizens and a tipping point that changes the world. The Alliance is based in Menlo Park, CA.

Program Summary:

The Alliance will partner with a very small number of large consumer-facing corporations. The goal is to team up with well-known consumer brands to design and implement creative marketing tools to reach millions of people with the Alliance messaging and to inspire them to join the movement. The enhanced marketing value of these partnerships will give the Alliance's We Campaign an unprecedented reach.

Job Description:

The Marketing Manager will be responsible for the project management of the Alliance relationship with corporate partners and vendors. Specifically, the Manager will be responsible communicating Alliance goals, strategy and feedback as well as ensuring that co-branding and marketing projects stay on schedule and within budget. Internally, the Manager will develop and manage project timelines, measurement and approval processes. The Manager will be the point of contact for timely requests from the corporate partners or the Alliance, and will be expected to see projects through to completion.

Principal Duties and Responsibilities:

- Developing project plans for Alliance marketing efforts
- Day to day management of marketing and co-branding projects for the Alliance
- Secure timely approval and completion of projects within budget
- Manage internal Alliance processes to measure project progress and keep projects on track

Required Skills and Abilities:

- Excellent written and oral communications skills, as well as strong analytic ability
- Highly creative, strong interpersonal skills and knowledge of business marketing strategies
- Excellent administration and computer skills, including proficiency in Microsoft Word, Outlook and PowerPoint
- Ability to plan workflow, handle multiple tasks simultaneously and meet deadlines; great attention to detail and follow-through are essential
- Ability to take initiative, think creatively and work collaboratively
- Minimum of 3-5 years experience in advertising or marketing account management
- Experience managing market research projects in a consumer marketing or issue related campaign is preferred
- Interest in and knowledge of climate change issues

Application Process:

Email Resume and cover letter to: jobs@climateprotect.org. Please include your cover letter with salary requirements and resume. No phone calls or faxes please. The Alliance is an Equal Opportunity Employer and committed to workplace diversity.