

Green America Exchange Project Manager
Pilot Project of Green Business Network at Green America
May 2011

Title: Green America Exchange Project Manager
Grant Funded Position: Now-December 31, 2011
Full Time (5-day work week)
Compensation: \$30,000 plus performance based commission
Supervisor: GBN Deputy Director

The Green America Green Business Network (GBN) is the business membership program of Green America. The Green America Exchange is a **grant-funded, pilot project** that is an online barter network that helps socially and environmentally responsible businesses get what they need without spending cash. Check out www.GreenAmericaExchange.org.

The goal is to grow GAEx to 100 regularly trading accounts by the end of 2011 and accomplishes the goals set out for Phase 1 of the program and secure funding for Phase 2 in 2012.

We will accomplish this by providing our businesses members with the opportunity to:

- Increase sales
- Gain and retain new customers
- Save money
- Improve inventory turnover
- Navigate cash flow challenges
- Support fellow green businesses

This position will require that the incoming staff member attend barter network sales training in Phoenix, AZ. Travel expenses to be paid by Green America. Length of the training will be 4-6 weeks.

Green America is a nonprofit organization dedicated to creating a just and sustainable society by harnessing economic power for positive change. Our unique approach involves working with consumers, investors and businesses. Our workplace reflects our goal of creating a more cooperative, environmentally sound economy. We have a participatory decision-making process, which aims to build consensus within the departments and teams. The position is located in the Washington DC office.

Responsibilities:

A) **Sales and Trade Coordination** (approximately 50-60% of time)

1. GOAL: Grow the program to 100 active users that are regularly trading on the Exchange.

2. Facilitate trades and credit applications – by proactive calling users to assure new trading opportunities. Provide login information to members as needed. Maintain an efficient tutorial on the site and engage in one-on-one trading when necessary.
3. Monitor and take appropriate actions regarding the flow of trading between members.
4. Maintain online Marketplace with current information and offers.

B) New Member Acquisition, Account Activation (20% time)

1. GOAL: To engage and sign up 10 new users every month through an aggressive recruitment strategy within the Green Business Network membership and Green Festival exhibitors.
2. GOAL: Implement one trade for all new accounts within five (5) businesses days of account activation.
3. Develop and maintain “the pipeline” of new business. (Includes automated emails that encourage new businesses that visit the site to become GBN members, activate their accounts and make use of the benefit).
4. Obtain and securely maintain signed applications for account activation.
5. Create and maintain video tour and tutorials so that users have an online help line.
6. Coordinate inclusion of GAEx information and materials in 2011 direct mail solicit materials.
7. Coordinate with staff when appropriate to distribute GAEx materials at outside events.

C) General Management (approximately 10% of time)

1. GOAL: Maximize efficiency and profitability of the Exchange, ensuring compliance with Code of Practice and Exchange Quality Standards.
2. Ensure that outstanding membership applications, transaction fees are received and processed in a timely manner to expedite trading. Close trading activity each month and send appropriate notices to members. Generate regular reports that document growth.
3. Take action when trade fees are past due or trade deals are not completed.
4. Answer member questions regarding monthly statements, GETS System use.
5. Send 1099 B reports at year end.

D) Marketing and Outreach -- GAEx Web Site & Communication Strategies (10%)

1. GOAL: Maintain existing web tools; maintain on Facebook and Twitter; and implement current communication strategies to become a vibrant online community.
2. Send featured Offers/Wants broadcasts from GETS site.
3. Supervise interns and/or consultants to assure that web and communications streams are implemented
4. Manage The Daily Trade blog by supervising interns to producing original content and soliciting external posts and manage Social Networking intern(s).

5. Build awareness of GAEx benefit within GBN membership via Connections newsletter and GBN's social networks.
6. Distribute press releases and actively seek out media opportunities and monitor success of online outreach.
7. Serve as spokesperson of GAEx at Green Festival, conferences, workshops.
8. Develop Green Business Network seminar programming as needed. Ensure that seminars meet the needs of GAEx members and other businesses as they learn about GAEx and arrange trades.

Experience/Skills Required:

- Track record as sales person.
- Project management; ability to learn quickly and synthesize a large amount of information.
- Experience in managing multiple projects and concurrent deadlines.
- Experience with Web site updating, ideally using Joomla.
- Experience with Database management and ample experience with Excel and Word
- Marketing experience.
- Social networking experience.
- Excellent writer and editor; excellent verbal and written communication skills
- Excellent problem solving skills.
- Experience in working with socially and environmentally responsible businesses.
- Proven ability to work in highly collaborative environment.
- Public speaking and presentation development experience.
- Ability to travel 4-5 times a year, sometimes for 5-10 days. (see training note)
- Bachelor degree in related field or 5 years of work experience directly related to this position. Preference given to MBA graduates.

PLEASE NOTE: This position will require that the incoming staff member attend barter network sales training in Phoenix, AZ. Travel expenses to be paid by Green America. Length of the training will be 4-6 weeks. Training to take place within first three months of employment as determined by Green America.

Benefits include medical, dental, vacation, sick days, holidays, mental health days, pre-tax childcare credit, flexible hours.

Green America is an equal opportunity employer. People of color and people with disabilities are encouraged to apply.

Send resume to Desireé Reese-Wolford, Deputy Director Green Business Network – dreese@greenamerica.org. NO PHONE CALLS

Green America, 1612 K Street, NW Suite 600, Washington DC 20006

