

Marketing Manager

[Full Time, Virtual, Exempt]

Department: Marketing

Reports To: Vice President of Marketing

Location: Remote (U.S.-based candidates only). We welcome applicants from across the U.S.; Spokane, WA-based candidates and those in Pacific/Mountain time zones are preferred, as the marketing team operates on Pacific Standard Time.

Posted: October 27, 2026

Closes: November 18, 2026. Applications are reviewed on a rolling basis. Early submission is encouraged.

To apply: submit a resume and cover letter through My Green Lab's application portal at:
<https://www.mygreenlab.org/employment-opportunities.html> by **November, 18, 2026**.

The ideal candidate is a creative strategist with strong project management skills, content creation expertise, and experience in event marketing and partnership development. They should excel at creating compelling content for scientific audiences, coordinating cross-functional initiatives, and maintaining consistent brand messaging across all touchpoints.

You'll collaborate with our Sales, Product, and external partners, as well as graphic designers, agencies, and key stakeholders across the organization, to ensure all marketing initiatives align with our strategic objectives and brand standards. This role will work cross-functionally with members of the marketing team, including close collaboration with the Director of Marketing.

Join My Green Lab and make a meaningful impact with a dynamic, mission-driven organization advancing sustainability in science. You'll be part of a passionate, collaborative team working in a stimulating and supportive remote environment. We offer a flexible work culture, a performance-driven compensation and benefits package, and the opportunity to contribute to one of the most important challenges of our time in a rapidly growing industry.

This is a full-time position with generous benefits, including fully covered healthcare, dental, and vision premiums, a 6% 401(k) match, 4 weeks of annual paid vacation, and more. MGL is a 100% remote workforce; this position will be permanently based out of a home office. Less than 20% travel is expected. Compensation includes a base salary commensurate with experience, ranging from \$70,000 – \$85,000 USD, plus performance-based bonuses.

About My Green Lab

Scientific laboratories drive research and development for industries around the world, and they represent an enormous, untapped potential for sustainability. They discard over 12 billion pounds of plastic annually, and they consume 5-10 times more energy and water than office spaces. Worldwide, laboratories comprise an industry that is 3 times the size of the building products space and just over half the size of the automotive industry.

My Green Lab is a highly entrepreneurial, disciplined start-up organization that delivers industry leading improvements in the environmental impact of laboratories by building a global culture of sustainability in science, directly engaging scientists and the teams of people who support them. Our members and supporters range from small laboratories to 42 of the top 50 biotech and pharma company and over 200 leading academic institutions. We develop standards, oversee their implementation, and inspire the many behavioral changes that are needed throughout the scientific community. In addition to motivating behavioral change in and around the lab through easily and rapidly implementable tools with clear measurement and verification, we are also leading data-driven research into environmental health impacts and resource consumption.

Since our founding in 2013, MGL has become the most influential organization in the laboratory sustainability space.

In 2024, My Green Lab launched a commercial subsidiary, Impact Laboratories (impactlaboratories.com), to provide independent verification services for My Green Lab Certification while providing marketing and business development support for the ACT Ecolabel and issuing certificates for the My Green Lab Accredited Professional (AP) Program.

About This Role

The Marketing Manager will create compelling content and lead event management, partnership marketing, and brand growth initiatives across My Green Lab and Impact Laboratories. Reporting to the VP of Marketing, this role works closely with the Director of Marketing on day-to-day priorities and project execution, this role will help maintain the organization's brand presence and stakeholder engagement strategy.

This is both a strategic and execution-focused role. The successful candidate must be a skilled and creative content creator, event coordinator, and relationship builder. They will independently own timelines and deliverables for assigned marketing initiatives, coordinate contributors and vendors, and move projects from kickoff through completion. They should have strong project management skills and experience working with external vendors, partners, and creative resources.

This role works across many functions' roles and disciplines, typical to a start-up. You'll move between content strategy, event logistics, partner marketing, and brand execution, often in the same week. The right candidate is an ambitious self-starter and looking for a role in a fast paced high-growth start-up, and is energized by speed, variety and the ability to make a direct impact. You'll have room to shape ideas and see them through, from a scientist's story to a campaign, partnership, or event. Working with a small, collaborative team, you'll take ownership of projects, experiment with new creative approaches and tools, and see how your work contributes to the growth and impact of our programs.

The ideal candidate will be passionate about sustainability and capable of articulating the relevance of our work within both the global scientific community and the broader sustainability movement through compelling storytelling and strategic partnerships.

Key Responsibilities

The key responsibilities of this position include, but are not limited to:

Content Marketing & Social Media Management

The Marketing Manager will create compelling content and messaging for scientific audiences, coordinating with our social media consultant to provide content direction and brand oversight. Key responsibilities include developing and editing thought leadership content, educational materials, blog posts, program messaging, newsletters, and brand storytelling that positions My Green Lab as the industry leader. They will support HubSpot email sends, lead list management, and newsletter deployment in coordination with the Director of Marketing. They will maintain website content accuracy and brand consistency and develop educational content that feeds into lead generation workflows. They will leverage Microsoft, Adobe, AI tools and external consultants to accelerate content creation and repurpose material across video, visual, and written formats while maintaining accuracy and brand consistency.

Event Management & Speaking Engagements

The Marketing Manager will plan, coordinate, and oversee all in person event marketing initiatives, including conferences, webinars, and virtual events. This role manages end-to-end event logistics and creates event promotion content. Key responsibilities include cultivating relationships with event organizers and speakers, managing registration setup and promotions coordination, tracking event attendance and logistics, and organizing post-event content for both My Green Lab online summits and external industry events.

Partnership, Sponsorship & Program Marketing Support

The Marketing Manager will execute marketing deliverables for My Green Lab's sponsorship programs and strategic partnerships. This includes implementing co-marketing campaigns with program participants and coordinating sponsor recognition across newsletters, blogs, events, and digital campaigns. The role will serve as the primary marketing point of contact for sponsors and industry stakeholders, managing sponsor deliverables such as logos and press releases, and developing compelling case studies and co-marketing materials to spotlight sponsor and partner impact. They will also partner with program leads to support marketing for MGLC, ACT, the Ambassador and Accredited Professional programs, and the Freezer Challenge, and provide Sales with updated case studies, one-pagers, and testimonials for customer outreach. While overall partnership strategy is led by the Investments & Partnerships team, this role handles marketing execution and collaborates cross-functionally to ensure materials support shared goals.

Creative & Brand Management

The Marketing Manager must be comfortable learning and mastering AI tools as well as leveraging external creative consultants to efficiently create engaging visual, video, and written content. They will help translate our research, programs, and community's achievements into content that is clear, compelling, and recognizably My Green Lab. They will maintain brand guidelines and ensure all external communications align with My Green Lab's established visual identity and messaging framework. This role involves coordinating photo and video production, as needed, for events, case studies, and marketing campaigns through external vendors and contractors. Key responsibilities include directing brand asset creation including PPTs, logos, booth designs, and collateral in collaboration with design contractors, reviewing and

approving external-facing materials for brand consistency, and facilitating vendor coordination for brand-aligned deliverables.

Supervisory Responsibilities

None at present. Will have oversight of consultants and agency partners.

Qualifications and Experience

- 5+ years of experience in B2B marketing, with demonstrated expertise in content marketing and event management
- Proven track record coordinating social media content and working with social media professionals
- Experience with website content management systems (WordPress preferred) and basic HTML/CSS knowledge
- Strong project management skills with experience coordinating multiple events and campaigns simultaneously — and the self-awareness to flag when priorities need to be recalibrated
- Demonstrated success managing external vendors, contractors, and creative resources
- Experience in partnership marketing, sponsorship management, or fundraising support
- Excellent writing, editing, and storytelling abilities with portfolio of engaging, published content
- Experience writing creative briefs and directing freelancers or agencies to produce on-brand, on-deadline deliverables
- Strong visual communication skills and experience working with designers
- Proficiency in HubSpot (email, lists, workflows, and basic reporting required; marketing hub administration a strong plus) and social media management platforms
- Proficiency with Microsoft, Adobe and AI tools for content creation, with the ability to quickly learn and apply emerging tools to improve the speed and quality of video, visual, and written content
- Experience with event planning software and virtual event platforms like zoom
- Strong time management skills with demonstrated ability to prioritize multiple projects and meet tight deadlines, and comfort advocating for realistic scope when workload needs adjustment
- Bachelor's degree in marketing, communications, public relations, or related field
- Demonstrated passion for My Green Lab's mission and sustainability initiatives
- Background in science or experience working in science-adjacent industries such as biotech, pharma, academic research, or scientific communications (preferred)
- Experience with case study development and partnership marketing (preferred)

3 Month Priorities

- Under the direction of the Director of Marketing, take over social media content coordination and consultant management
- Assume responsibility for newsletter content creation, editing, and distribution
- Step into active event planning and execution, applying existing team processes and workflows from day one
- Take ownership of brand asset creation and management (PPTs, logos, booth designs, collateral)

- Get up to speed with our existing vendor relationships (graphic designers, event organizers) and begin coordinating projects independently
- Begin managing sponsor deliverables and partnership marketing materials for existing sponsors
- Learn and operate within established handoff processes with the Director of Marketing and VP of Marketing for content creation, creative review, and approval

6 Month Priorities

- Fully execute integrated content calendar across blogs, newsletters, and social media channels
- Fully own event management execution for major global online summits and external conference participation, ensuring effective tracking of ROI to determine future year's event investments.
- Take full ownership of sponsor benefit delivery and partner recognition, executing against existing processes with increasing independence
- Deepen existing relationships with key industry event organizers, speakers, and partners, and identify new opportunities to expand our presence
- Own the annual content and event calendar, keeping it aligned with program launches and business development goals
- Own the measurement framework for campaign and content performance — tracking brand awareness, engagement rates, lead gen contribution, and event ROI — and report results monthly to the VP of Marketing
- Support the lead generation reporting dashboard in HubSpot and Salesforce, maintaining data accuracy, tracking campaign performance, and preparing monthly reporting for the Director of Marketing and VP of Marketing.

My Green Lab is an equal opportunity employer. We are committed to creating an inclusive environment for all employees.