

**To apply, please email a resume to [careers@cambiumcarbon.com](mailto:careers@cambiumcarbon.com)**  
*(a cover letter is optional, but will be reviewed)*

### **Who We Are:**

Cambium Carbon is on a mission to build a livable and equitable future by creating people-first climate solutions today. We are a platform that enables circular economies through Carbon-Smart material reuse, by unlocking the power of local suppliers. We save fallen trees from landfill and decomposition, transforming them into valuable products with place-based impact. Our Carbon Smart Wood is locally sourced, locally salvaged, and reinvests in local tree planting. This circular economy model creates new green jobs and funding to support urban canopy restoration in the communities that need it most.

### **How You Can Help:**

We have a powerful story to share, and we want you to tell it. We're looking for someone who can grow and engage a national audience of impact-driven customers, partners, and local champions. We want you to build the Cambium Carbon and Carbon Smart Wood™ brands, bringing our story to life while unlocking new markets. In particular, we want you to:

#### **Create Content**

- Manage generation of communications campaigns, social media posts (LinkedIn, Instagram, Facebook), and press releases
- Ensure consistency in brand voice and style across all public outreach
- Develop our marketing collateral and library of multimedia content

#### **Grow the Movement**

- Build lasting, strategic relationships with media contacts from traditional and creative outlets
- Forge connections with channel stakeholders through inspired PR campaigns
- Support the Sales team in developing new business leads through targeted marketing campaigns

#### **Shape Strategy**

- Develop a cohesive marketing plan to increase brand awareness;
- Design and review the Marketing & Communications budget
- Establish performance metrics and provide regular progress updates and reports
- Conduct market analyses to identify challenges and opportunities for growth

### **Our Values:**

- Pursuit of the Unequivocally Good
- Diversity through Tree Equity & Environmental Justice
- Exceptional Execution

- Extreme Ownership
- Self Cultivation
- Team-First Mindset

### Basic Qualifications (required)

- 3+ years of experience as a Marketing or Communications Director, or similar senior-level roles.
- Proven track record of designing & implementing successful marketing campaigns
- Excellent written and verbal communications skills, past copywriting experience
- Solid knowledge of SEO, web analytics and Google Adwords
- Experience with CRM software and digital marketing tools and techniques
- Experience with social media marketing & communications; knowledge of social media management tools
- Strong leadership skills; ability to grow a team
- Strong analytical and project management skills
- Strategic mindset, with ability to make difficult decisions

### Preferred Qualifications

- Experience in both B2B and B2C marketing roles a plus

### Diversity

Cambium Carbon is committed to building an inclusive organization that reflects the diverse communities our team works to serve. We believe that diversity in all its forms (gender, race, ethnicity, age, sexual orientation, religion, veteran's status, disability and more) is essential to imagining and actively building a more just and sustainable future for all. We also actively promote diversity outside our organization, through the partnerships we enter into and the business decisions we make.

### What We Offer

- Health Insurance (+ vision & dental)
- Unlimited PTO
- Flexible schedule
- Equity plan
- Work with a passionate and purposeful team
- An opportunity to play a core role in defining our fast-growing company
- A culture that supports personal and professional growth