

2023-2024 ASHRAE TFBD Content Developer

Location: Remote

Contract Type: Hourly, Part Time Contractor

Job Description: ASHRAE's [Task Force for Building Decarbonization](#) (TFBD) is seeking a detail-oriented and productive communicator to bring speed and efficiency to the production of compelling communication materials from our working groups. This is an ideal role for a flexible, multitalented communicator with extensive experience creating collateral and content in multiple formats, particularly related to high performance buildings and building decarbonization.

Responsibilities:

- Translate technical content into compelling materials
 - Attend TFBD meetings to identify content development needs and priorities
 - Meet with subject matter experts to gather information
 - Compile and translate engineering resources into original content for key audience (e.g., membership, policy makers)
 - Write general content for website, newsletters, and similar channels
- Coordinate with ASHRAE staff and TFBD Executive Committee members
 - Collaborate with the social media team to develop and implement campaigns on various platforms (e.g., Twitter and LinkedIn)
 - Communicate regularly to offer assistance and accept new assignments
 - Perform other duties as required or assigned

Ideal Candidate: If you have superb communications and organizational skills, are deadline-driven, and have a talent for developing creative and compelling content in multiple formats, we want to connect with you! Specifically, we're looking for candidates who have experience concepting, writing, and editing content to appropriately capture a scientific story for targeted audiences. Ideal candidates will also be excellent at teaming and working collaboratively with engineers, researchers, consultants, and other communicators.

Required Qualifications: Bachelor's degree in business, communications, marketing, or related field with at least five years of like experience, or an advanced degree plus two or more years of like experience.

Preferred Qualifications:

- Excellent writing and editing skills, including the ability to proofread content for spelling, grammar, punctuation, and style; a dedication to quality writing
- Strong attention to detail
- Ability to manage and prioritize multiple projects, adhere to schedules, and meet key deadlines
- A talent for interviewing others and probing for impactful content that will resonate with audiences

- A knack for understanding audience characteristics and adjusting writing styles for various groups
- Experience with science and technology writing, specifically in domains pertinent to building decarbonization
- Demonstrated success developing and implementing communications plans
- Experience writing content for multiple formats (e.g., internal and external newsletters, websites, social media, reports, and presentations)
- Self-motivated and resourceful; able to thrive in a dynamic, collaborative, and professional environment
- Basic experience and comfort using social media, including Twitter, Instagram, and Facebook
- Experience working in a virtual environment including proficiency with virtual technology (e.g., Zoom and Microsoft Teams) and collaboration best practices
- Ability to apply various style guides (e.g., Chicago Manual of Style and AP Stylebook)
- Advanced Microsoft Office skills including use of templates, content controls, and styles
- Experience with, or knowledge of, content management systems, especially Basecamp

About ASHRAE:

ASHRAE, founded in 1894, is a global society advancing human well-being through sustainable technology for the built environment. The Society and its members focus on building systems, energy efficiency, indoor air quality, refrigeration and sustainability within the industry. Through research, standards writing, publishing and continuing education, ASHRAE shapes tomorrow’s built environment today. ASHRAE was formed as the American Society of Heating, Refrigerating and Air-Conditioning Engineers by the merger in 1959 of American Society of Heating and Air-Conditioning Engineers (ASHAE) founded in 1894 and The American Society of Refrigerating Engineers (ASRE) founded in 1904.

The ASHRAE Task Force for Building Decarbonization (TFBD) was established in 2021 to develop technical resources and provide leadership and guidance in mitigating the negative carbon impact of buildings on the environment and the inhabitants of our planet.

Working with over 100 volunteers from around the world, the 2023-2024 priority projects include: decarbonization guides, educational seminars and courses, website material, and collaboration with industry partners.

Submission Instructions:

1. **The statement of qualifications should include the following information:**
 1. Identify all personnel who would work on the project.
 1. Provide a table of hourly billing rates for all personnel.
 2. Attach a CV for each including previous technical writing experience.
 2. Attach (or link to) one or more examples of relevant technical writing samples prepared by key personnel.

2. Evaluation of submittals:

1. The ASHRAE TFBD will evaluate all submittals to determine which Consultants have the experience and qualifications that are best suited for this project. The following criteria will be considered.
 1. Evidence of successful technical writing experience
 2. Billing rates
 3. Relevant high performance buildings and building decarbonization knowledge

3. Schedule and budget

1. This position is expected to require 4-6 hours per week and run from October 2023 through June 2024.
2. Additionally, with ASHRAE approval, this position may include some travel (reimbursable) to attend related events (e.g. [2023 Decarbonization Conference for the Built Environment](#)).

4. Submission schedule:

1. Submit qualifications in PDF form via email to decarb@ashrae.org by 5:00pm Pacific time on September 29, 2023.