



JOB DESCRIPTION

Communications & Marketing Manager

Position Description

The Communications & Marketing Manager is responsible for enhancing earthday365's brand presence in the community through marketing and promotion, with the opportunity to manage high-impact regional messaging campaigns on key environmental issues. The primary focus of this role will be to manage the development of all communication and marketing materials that support earthday365's programs, events, and fundraising efforts. Strong time management skills are essential for success in this position. The position is full-time, salaried (\$40,000), and offers a full suite of benefits: health, dental, vision, and life insurance, plus retirement benefits.

Duties related to the **communication** aspects of the position include:

- Compose, edit, and manage the production of a full range of materials to effectively support earthday365's mission and strategic goals
- Ensure quality control and consistency for all written and designed external documents and materials
- Manage the ongoing #TooGoodToWaste campaign linking food waste to climate change and implementing new regional messaging campaigns on topics such as illegal dumping.
- Assist with 2-3 annual fundraising/membership campaigns
- Coordinate the content and design of the earthday365 annual report and annual program/event reports

Duties related to the **marketing** aspects of the position include:

- Develop and support execution of marketing strategy for programs and events
- Curate image database and create graphics using Adobe Suite and Canva
- Develop and implement an overarching marketing plan to support and promote earthday365 programs and events: Recycling On the Go; Green Dining Alliance; St. Louis Earth Day Festival
- Manage social media: Twitter, Facebook, Instagram, and LinkedIn
- Write a monthly newsletter with news encompassing all programs and events of earthday365 and some partner organizations. Maintain mailing list. (shared duty)
- Explore the most effective and efficient ways to promote earthday365 programs, including opportunities for cross-promotion with partner organizations and companies
 - Build and develop relationship with local media outlets
 - Create and distribute media materials including press releases and logo specifications
- Write/edit language for Festival program, poster, etc.
- Respond to/direct media inquiries
- Update website content regularly (shared duty)
- In addition to the duties listed, the candidate should expect to evolve the role as it relates to potential strategic changes.

Supervision & Collaboration:

The Communications & Marketing Manager reports to the Executive Director and works closely with the program staff to support earthday365 events and programs. The Communications & Marketing Manager will be asked to participate in aspects of ongoing programs and events to gain a strong understanding of the organization, and to be well-informed on earthday365 work.

Application candidate attributes and skills should include:

Required:

- Proven ability to set and meet deadlines
- Proficiency in basic Office software (Excel, Word and PowerPoint)
- Experience working with Google documents, PDFs, and various social networking tools
- Experience with online marketing tools, such as Buffer
- Experience developing and/or implementing marketing campaigns
- Strong editing and proofreading skills
- Detail-oriented, able to handle multiple tasks, and to work independently
- Strong interest in local environmental campaigns, sustainability initiatives
- Ability to work successfully with diverse individuals
- Proven record of reliability
- Ability to work some evenings and weekends during busy times of the year, such as when grants are due and near the St. Louis Earth Day Festival
- Some graphic design experience with Adobe Creative Suite or Canva

Desired:

- Experience with CRM databases such as Salsa or Salesforce
- Experience working with Facebook business and Google Analytics
- BA Degree related to Sustainability or Marketing/Communications

earthday365 does not discriminate on the basis of race, color, gender, religion, national origin, age, disability, sexual orientation, pregnancy, veteran status, genetic information, or any other basis prohibited by applicable law.

How to apply: Send cover letter and resume to director@earthday-365.org.

Deadline to apply: 12:00pm CT, January 31st, 2023.