

AzRC Marketing Assistant Position Description

The AzRC recognizes the continued importance of recycling, and we are dedicated to making a difference for the future of Arizona. We have members join us from every industry and sector- private, public, government, non-profit, and education- and we continue to grow throughout the state and the region. We host quarterly meetings throughout the state and host an annual conference. The AzRC proudly awards grants and scholarships each year to help promote innovation in reuse, reduction, and recycling.

Arizona Recycling Coalition (AzRC) is currently seeking a **Marketing Assistant**. This position performs a high level of marketing duties requiring initiative, astute judgment, strong computer competency and confidentiality. This position does not directly supervise unless volunteers are achieved to assist with major projects or events.

Reporting to the Vice Chair of the Board of Directors the **Marketing Assistant** promotes and raises public awareness of AzRC. Key responsibilities are: 1) Design and creation of promotional campaigns and materials that resonate with target audiences across varied media channels, increasing material donations, customer visits, and sales. 2) Orchestration of marketing, networking and fundraising events, achieving goals for attendance, donations, and funds raised. 3) Analysis of marketing and PR efforts to determine best use of AzRC resources. The Marketing Assistant collaborates extensively with and provides support to AzRC Board members.

Scope of Work/Responsibilities

| Scope/Key Responsibilities: | Essential Tasks |
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| Marketing/Social Media/PR | <ul style="list-style-type: none"> • Compose online content in websites and social media, including company headlines, news, blogs, posts, chats, and tweets. • Write internal and external communications such as newsletters, weekly updates and e-mail blasts. • Write and edit content for presentation and print material, such as news releases, presentation decks, articles, ads, flyers, posters, and coupons. • Produce graphics, photography and video for collateral, websites and social media. • In collaboration with Marketing and Social Media Chairs, maintain website and social media. • Develop and execute social media standards and strategy. • Maintain AzRC Job Board based on job board guidelines. |
| Plan and coordinate marketing, networking and fundraising events | <ul style="list-style-type: none"> • Support and assist with AzRC events, annual conference and annual membership meeting (contacts, requirements, schedule, assignments, materials and logistics) • Prepare event announcements, mailing lists, ad/appeals, invitations, registration forms, agendas, passes, raffle tickets, give-aways, and thank you letters. • Provide onsite event support such as presentations, registration, and taking photos. |
| Membership | <ul style="list-style-type: none"> • In coordination with the Membership Chair, assist in managing MemberClicks membership database system, provide outreach and messaging for membership activities • Identify potential members. Provide outreach and engagement activities to share benefits of AzRC membership. • Actively recruit AzRC members to achieve annual membership goals. • Develop a member directory and membership welcome package for new members. |

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Qualifications

Educational requirements for this position are to include a high level of marketing and social media training and experience with a minimum of 2 years experience as a marketing assistant. In addition, this position also requires proficiency in various computer programs as well as excellent typing and proofreading skills.

Knowledge, Skills, and Abilities

- Demonstrated written and oral communication skills.
- Ability to perform multiple tasks with minimal supervision.
- Self-starter able to work independently and efficiently with attention to detail.
- Quality customer service both to internal and external customers.
- Demonstrated ability to function as an effective team player.
- Professional demeanor and ability to interact with staff, volunteers, donors, Board of Directors and members at times with confidentiality.
- Dedication and commitment to the Mission Statement and Values of AzRC
- Reduce, Reuse and Recycling knowledge and general waste industry understanding

Position Structure:

- Reports to the Vice Chair of the Board of Directors
- Local candidate preferred
- Work is virtual with onsite event support
- Maximum 8 hours per week, not to exceed 24 hours per month
- Independent Contractor
- Contract Rate \$25 - \$30 per hour

Application Submission:

- Submit resume and cover letter to Info@ArizonaRecyclingCoalition.org
- First review of applications will take place **August 29, 2022**, although recruitment may close prior to first review date depending on sufficient applications received.