

# AVS Marketing Director (part-time)

## Job Description

Marketing Director is an integral part of the AVS rebranding team with significant input in the focus and look of AVS' work as we transition to a modern, more effective organization. The Marketing Director exhibits great enthusiasm yet practical vision to grow the organization in income and outreach and is a long-range thinker. This position efficiently and accurately executes supervisor-approved ideas enabling AVS to be more effective.

The contract is for \$1000/month, 20hr/week, 3-months. In 3 months, contract may be renewed, with needs and hours reevaluated.

The Marketing Director reports to the Vice President. The Marketing Director may be local (preferred) or distant. If the Director is local to Malaga NJ (in Greater Philadelphia), an average of 1-2 days each week would be at AVS HQ, and other days can be from home. The remote Director would be onsite at AVS HQ a minimum of one week every 2 months, coordinated with an AVS event and may be reimbursed for basic preapproved travel.

The Marketing Director does the following:

### **Website:**

Becomes familiar with current website, helps determine what content is kept and removed, proposes rewrites for clarity and length, suggests redesign options  
Redesigns website on a user-friendly platform or alongside website building specialist

### **Rebranding\*:**

Works with AVS' graphic designer to create new logo and develop consistent look for AVS.  
Modernizes AVS external communications

### **Marketing/publicity:**

Learns about AVS as a reporter would and writes stories for AVS use and to submit to the press

Creates 12-month social media strategy

Executes approved posts in social media utilizing the latest technology and trends.

Reports the effectiveness of all marketing with quantitative data

Social media strategy will include:

- Promotes AVS calendar of events: AVS events, outreach, and special days for vegans to celebrate
- Works with the *American Vegan* magazine editing team to create digital excerpts that promote the organization and increase the membership
- Come up with additional ideas for increasing paid membership
- Assists marketing of Vegan Cuisine Initiatives and related activities
- Promotes campaigns Vegan Generation<sup>3</sup> and Dynamic Harmlessness Day
- Creates and distributes press releases for events, news, and the work of AVS
- Plans and executes book marketing for *Powerful Vegan Messages*, *Dating Vegans*, and *Apples, Bean Dip, and Carrot Cake*, and other books and merchandise AVS sells
- Promotes AVS Speakers Bureau and speakers' events

- Creates fund-raising /donation opportunities
- Writes occasional blog posts relating to current events and trends

**Other:**

Assists with fund raising

Assists at major AVS events

Contributes to the E-newsletter

Performs in other areas as needed.

\*(Rebranding): AVS is currently rebranding both our look and what we do. Formerly we put on conferences and sold books. Books are less of our focus, but continue as an educational resource. VegFests, conferences, and events by other organizations have replaced the need for our conferences, but we speak and exhibit widely. Our speakers have grown from just our founder to over 45 vegans on our Speakers Bureau.

We now do pilot projects and create inspirational “how to” guides for people to replicate events in their area. Our work with restaurants includes dining events. We continue doing the magazine, but look to expand its reach through digital excerpts and increased membership. We want to improve and modernize our dissemination of basic vegan information (website, social media). We have been doing basic cooking classes.

**Requirements:**

Be an efficient, good communicator (written, verbal, office, and social) who works well in a unique setting.

Possess degree in marketing, communications, or related field, or equivalent experience.

Have a strong working knowledge of veganism with commitment to the objectives of the organization.

This is a high-profile position for a well-organized person who is enthusiastic about the history, present, and future of AVS.

Marketing Director should have experience with current programs used at AVS: Microsoft Publisher, Word, and Excel; Adobe Photoshop, Premiere, and Dreamweaver; Facebook, Twitter, Instagram; and Robly.

**Apply:**

Please send resume, cover letter, your social media links, and 3 references to [anne@americanvegan.org](mailto:anne@americanvegan.org) by October 31, 2017. Interviews will take place during November; anticipated start is January 2018.