

# AVS Marketing Specialist (part-time)

## Job Description

Marketing Specialist is an integral part of the AVS team who works directly with the Vice President. The Marketing Specialist 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 Specialist should be local to the AVS headquarters in Malaga NJ (Greater Philadelphia). An average of 2 days each week would be at AVS HQ, and one day may be remote work or an event.

The Marketing Specialist does the following:

### **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 website

Assists with fund raising

Assists at major AVS events

Contributes to the E-newsletter

Performs in other areas as needed.

**Requirements:**

Be an efficient, good communicator (written, oral, 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 Specialist should have experience with current programs used at AVS: Microsoft Publisher, Word, and Excel; Adobe Photoshop, Premiere, and Dreamweaver; WordPress; 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). Interviews are currently taking place during January 2018.