

# Marketing and Communications Assistant

## Job Description

Posted June 2019

The Marketing and Communications Assistant (aka Marketing Assistant) is an integral part of the American Vegan Society (AVS) team. The Marketing Assistant exhibits great enthusiasm while efficiently and accurately executes supervisor-approved ideas enabling AVS to be more effective.

The Marketing Assistant reports to the Vice President and functions as the Assistant to the VP.

Marketing Assistant should be local to the AVS headquarters in Malaga NJ (Greater Philadelphia) or interested in residing at AVS HQ. This is not a remote position. It is a long-term position with opportunity for advancement within the organization for a well-organized communicator who is enthusiastic about the history, present, and future of AVS.

AVS offers flexible hours and excellent vacation time. Salary begins at \$12.50/hr for 20 hr/week. Job encourages healthy lifestyle including physical activity, staff vegan lunches, and laughter in a unique work environment.

### **Marketing:**

- Execute membership growth strategy
- Create and execute social media posts according to AVS guidelines
- Generate infographics based on AVS info and brand
- Assist with AmericanVegan.org website
- Execute book marketing strategies
- Execute merchandise marketing strategies and assist merchandise procurement
- Report on the effectiveness of all marketing with quantitative data

### **Communications:**

- Learn about AVS as a reporter would and write stories
- Assist in promoting AVS speakers
- Assist in creating new presentations
- Enhance AVS event publicity and assist with coordinating events
- Assist in networking and travel projects
- Communicate with members and public
- Monitor incoming general email
- Contribute to the E-newsletter
- Assist in maintenance of membership and other data
- Take notes at AVS staff meetings
- Assist in revising organization documents

### **Other:**

- Perform in other areas as needed such as vegan cuisine, cleaning, gardening, and other tasks.

**Requirements:**

Must be a good communicator (written, oral, office, and social).

Possesses bachelor's degree in an applicable field such as marketing, communications, English, or have equivalent experience.

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

Maintain a valid driver's license with good driving record and have the ability to lift and carry 40 pounds.

Applicants should have experience with (or strong desire to learn) programs currently used at AVS: Microsoft Office including Publisher, Word, PowerPoint, and Excel; Adobe Photoshop and Premiere Elements; WordPress, Zoho CRM Plus, PayPal, and Robly.

**Apply:**

Please send cover letter, one-page resume, a recent writing sample, three references, and your social media links to [anne@americanvegan.org](mailto:anne@americanvegan.org). Interviews are currently taking place, by phone and then an in-person working interview at the headquarters.