



Marketing Assistant

(part-time Videography and Graphics)

American Vegan Society (AVS), the longest-running vegan organization in the United States, seeks a marketing assistant to help develop and deliver strategies to meet and accelerate the nonprofit's impact and visibility in the vegan movement. AVS is seeking a kind, loyal, passionate marketer, especially skilled in videography and graphics, to advance the organization's growth. If you embrace a vegan lifestyle, care about animals and the environment, and are skilled in marketing, this is an exciting opportunity to align your work with your values.

Primary Duties and Responsibilities:

- Create video, infographics, and other visual materials to increase visibility of the AVS organization and its programs utilizing various forms of marketing communications
- Create and execute effective promotional marketing strategies for books, merchandise, speakers, vegan info, and more, utilizing AVS guidelines and branding
- Enhance AVS event publicity and assist with events, especially at American Vegan Center (AVC) in Philadelphia
- Learn about AVS and AVC as a reporter would and create videos
- Promote the legacy of AVS founder Jay Dinshah through new uses of archival video footage
- Help create and execute membership growth strategy

This job description is not intended to cover a comprehensive listing of the activities, duties, or responsibilities required to successfully execute this position.

Preferred Qualifications:

- Bachelor's degree in an applicable field and at least a year videography experience
- Excellent interpersonal, written, and verbal communication skills
- Ability to do basic graphic arts with attention to accuracy
- Ability to develop and maintain productive and professional working relationships
- Ability to work independently and as part of a team structure
- Ability to manage multiple projects, establish priorities, and adhere to deadlines
- Commitment to and accountability for short-term and long-range goals
- Commitment to professional development
- Commitment to AVS' mission and values

Job Specifications:

Terms of employment: Part-time approximately 20 hours/week (hours negotiable). \$14.13/hr.

Reports to: Vice President

Location: Proximity to the Greater Philadelphia region is strongly preferred. Travel is required to AVS headquarters (Malaga, NJ) and American Vegan Center (Philadelphia) or for special projects elsewhere in the U.S.

To Apply:

Please submit your cover letter and one-page resume to Anne@americanvegan.org. In the cover letter, include what excites you about this role at AVS, how you meet the requirements, and your social media handles if applicable. Please include three professional references with your submission. Samples of your videography and graphic design work are also appreciated.

Applications are currently being received and reviewed; interviews will commence June 2023 until the position is filled. While all U.S. applicants will be considered, only successful candidates will be contacted for interviews.

The American Vegan Society is an Equal Opportunity Employer committed to workplace inclusion and diversity, and does not discriminate on the basis of race, gender, sexual orientation, national origin, disability, or age.