

Stardust Job Description - Marketing and Communications Specialist

Job Title	Marketing and Communications Specialist		
Work Location:	Primarily corporate office, also in reuse centers, offsite events	Work Shift:	Weekdays with flexibility for occasional nights/weekends
Classification:	Hourly, non-exempt	Safety Sensitive Position?	Yes
Reports To:	Business Development Manager	Direct Reports:	None

Job Description:

The Marketing and Communications Specialist is a key staff position to promote and raise public awareness of Stardust. 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 Stardust resources. The Marketing and Communications Specialist collaborates extensively with management, suppliers, community partners, and media contacts.

Job Responsibilities

Key Responsibilities:	Essential Tasks
Design and create promotional materials that resonate with target audiences <i>~70% of time</i>	<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. • Partner with management to strategize and create reuse center merchandising displays, material, signage, etc. for use in reuse centers and tradeshow. • Serve as liaison with outsourced advertising, graphic design and print services.
Plan and coordinate marketing, networking and fundraising events <i>~10% of time</i>	<ul style="list-style-type: none"> • Plan and coordinate Stardust presence at industry shows, association meetings and community events (contacts, requirements, schedule, assignments, materials and logistics) • Assist in planning, coordinating and holding SNBS annual fundraising events. • 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.
Develop, implement and evaluate marketing strategies <i>~10% of time</i>	<ul style="list-style-type: none"> • Research and take continuing education to keep up on construction industry, building material and re-use trends as well as marketing trends, platforms and tools. • Define marketing strategies, plans, goals and measures. • Organize and execute marketing campaigns and promotions, tracking and reporting progress to schedule and budget. • Manage website presence and social media campaigns. • Monitor analytics across owned, earned, paid and shared media to track effectiveness and cost/benefit of marketing strategies and channels. • Build strong working relationships with suppliers, partners, media contacts, donors.
Other duties <i>~10% of time</i>	<ul style="list-style-type: none"> • Assist with volunteer placement and other facets of SNBS operations as needed. • Develop relationships and collaborate with other organizations to achieve SNBS mission (community outreach, corporate donors, cross-agency partnerships). • Practice and promote conservation principles in the community. • Other duties as assigned by the Business Development Manager.

Job Requirements

<p>Education, Experience & Licenses</p>	<ul style="list-style-type: none"> • A Bachelor's degree in Marketing, Sustainability, Business, or related degree, with 2-3 years of experience preferably in the retail and/or nonprofit sector a plus but not required. • An Associate's degree with 2-3 years of qualified experience, in the retail and/or nonprofit sector, preferred but consideration will be given to candidates showing required experience, knowledge, skills and attributes in lieu of degree. • Experience should include development and implementation of marketing strategies as well as quality marketing collateral across media types. A proven record of building strong working partnerships is also required. • A valid Arizona driver's license with clean driving abstract is required
<p>Knowledge, Skills & Attributes</p>	<ul style="list-style-type: none"> • English speaking; bilingual Spanish would be a plus but is not required. • Knowledge of traditional marketing and merchandising, as well as social media tools such as Twitter, Facebook, and YouTube. • Marketing Content Development – including outstanding written and verbal communication skills to create content for varied channels and media. • Marketing Analysis - tracking and analyzing data to develop, implement, evaluate, and improve marketing strategies and tactics. • Creativity and Design Skills - including graphic design, visual merchandising, and photography. HTML coding and video production a plus. Proficient in Adobe Creative Suite including Photoshop, Illustrator, and InDesign. • Proficient with office software (calendar, email, presentations, spreadsheets) as well as event planning, form builder, and survey software. Knowledge of email marketing platforms such as MailChimp or Constant Contact. • Customer Service / Stakeholder Relationship Management • Organization and Work Planning • Problem-Solving • Initiative / Self-Motivation • Flexibility / Multi-tasking • Teamwork / Collaboration • Interpersonal Communication • Discipline / Attention to Detail
<p>Physical Requirements / Equipment / Other Certifications</p>	<ul style="list-style-type: none"> • Ability to lift 20 lbs. using proper lifting techniques • Use of basic material handling equipment such as pallet jacks and hand carts would be helpful, but not required.
<p>Key Attributes for Success</p>	<ul style="list-style-type: none"> • The ideal candidate is self-motivated and highly flexible to manage shifting priorities and demands on their time. He/she enjoy working with others on a wide variety of tasks, effectively handling multiple projects and deadlines. He/she also demonstrates care about their community and the environment.

Acknowledgment:

I have read and received a copy of this job description:

Employee Signature

Date

Manager Signature

Date