



## **Marketing & Communications Coordinator**

### **General Summary**

Asheville GreenWorks seeks a creative, self-directed individual to help support the organization's marketing and communications. Under the supervision of the Marketing & Development Director, the Marketing & Communications Coordinator will be responsible for the creation and implementation of a communications plan with an emphasis on donor solicitation, retention, and stewardship, as well as increasing public awareness of our initiatives and impact.

### **The Position**

The Marketing & Communications Coordinator will help build on Asheville GreenWorks' 50+ year legacy and reputation by creating and distributing compelling, consistent messages and media to the diverse audiences that comprise our community.

This position will be evaluated, in part, based on the performance of each essential function listed below. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- In consultation and collaboration with the Marketing & Development Director and the Donor Stewardship Coordinator, create and implement a donor communications plan to include the production of newsletters, appeals, and other donor communications
- Manage all incoming media & outreach inquiries, develop and sustain relationships with media contacts, and proactively increase visibility in the media, highlighting programmatic accomplishments
- Develop and deploy organizational messaging as well as topical messaging and talking points
- Through collaboration within the Marketing & Development team as well as our Operations staff, manage and coordinate the organization's multi-channel communications calendar
- Maintain Asheville GreenWorks' website with current events and updates as needed
- Oversee design, production & distribution of print & digital collateral and other marketing/communications assets
- Direct social media strategy and implementation across key platforms, including (but not limited to) Instagram, Facebook, YouTube, and LinkedIn, growing followers and engagement
- Monitor and safeguard the organization's brand, voice, and influence

### **Desired Experience, Skills, and Attributes**

Asheville GreenWorks is committed to building a diverse workforce that includes strong representation from historically marginalized communities and groups that are most impacted by our work. We strongly encourage Black, Indigenous and People of Color, women, transgender, and gender non-conforming people, LGBTIA+ individuals, people with disabilities, foreign-born residents, and veterans to apply.

While we recognize that no one individual will possess every qualification outlined, strong candidates will bring a compelling combination of the following experiences, skills, and attributes to this role:

- Familiarity with marketing terms, strategies, and application
- Exceptional communication skills in multiple formats with a variety of stakeholders
- Understanding of website design platforms like Squarespace, and the ability to maintain an up-to-date website
- Expertise in advertising, brand management, and social media
- Experience successfully managing brand social media presence and accounts
- Experience in creating and managing external communications for an organization
- Previous professional experience in a Marketing or Communications role, preferably in a non-profit setting
- Previous professional experience in setting/executing marketing and communications strategies
- Experience in brand management and representation
- Ability to create eye-catching designs and products to advertise the brand
- Comfortability with using AI as a marketing tool

### **Location**

Asheville GreenWorks' office is based in Asheville, NC, and is the primary work location for the Marketing & Communications Coordinator. After six months and upon evaluation, occasional remote work will be considered. That said, a regular physical presence in the office helps set the tone for a collaborative working environment.

### **Timeframe**

This position will ideally begin in July 2024. We intend for this position to become full time at the end of one to one and a half years.

### **Compensation**

The hourly wage for this position is \$28.00 for 20 hours of work, per week. After 6 months of employment, you are qualified to receive a \$300 monthly healthcare stipend. As a part-time employee you will not be scheduled to work any Holidays recognized by Asheville GreenWorks and you will not accrue sick days or PTO.

### **Work Environment & Office Culture**

The Marketing & Communications Coordinator's work is primarily performed in an office setting in close proximity to others. The office is fast-paced and can experience a high level of activity; our team is passionate about our work and cares deeply about our mission. We encourage open, honest communication & collaboration, as well as a good work-life balance. We support camaraderie and try our best to coordinate staff outings on a regular basis when time allows. We are a dog-friendly & kid-friendly office. Snacks and fizzies are always available 😊

### **Travel Required**

Work may also be performed in a variety of locations in the community for events. Up to 10% of your time may be spent for occasional (primarily local) travel. Mileage reimbursements are available for any work-related travel.

**Other duties**

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time, with or without notice.

**Application Process**

*To apply, send a letter of interest and résumé in PDF form via email: [careers@ashevillegreenworks.org](mailto:careers@ashevillegreenworks.org)*  
Please, no phone calls.

**Application Deadline:** Open until filled. Résumé review will begin in mid-July.

For more information about Asheville GreenWorks, please visit: [www.ashevillegreenworks.org](http://www.ashevillegreenworks.org)

Asheville GreenWorks is an equal opportunity employer, committed to recruiting a diverse pool of qualified candidates for the position. Applicants will not be discriminated against because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition or any protected category prohibited by local, state or federal laws. Asheville GreenWorks is Living Wage Certified by [Just Economics of WNC](#).