MARKETING AND COMMUNICATIONS MANAGER JOB DESCRIPTION

ABOUT THE IRC
Did you know that Indianapolis is the largest city in the country without curbside recycling for its residents?! We are a small but mighty team, taking on improving sustainable materials management in Indiana with our passion, work ethic, and commitment to make significant progress toward a more sustainable Indiana! We have big plans to fix recycling in Indianapolis, teach all Hoosiers how to minimize waste and recycle right, and create policies that strengthen the circular economy. The Marketing and Communications Manager is a critical part of this work, helping us to expand our network and effectively communicate to effectuate change.

The Indiana Recycling Coalition (IRC) is a statewide not-for-profit whose mission is to strengthen the circular economy in Indiana through waste reduction, reuse, recycling, and composting. We have represented concerned citizens, state and local government officials, business, industry and environmental groups since December of 1989. We focus on uniting Hoosiers in waste reduction, reuse, recycling and composting in order to preserve our communities for future generations. We educate and advocate to inspire individual Hoosiers, businesses, institutions, and state and local governments to think and act beyond recycling and towards a more circular economy in Indiana.

IRC’s current and ongoing programs include an annual educational conference, a Student Scholarship Program, the Lend-a-Bin program, and the Indiana Food Scrap Initiative. New programs being launched in 2020-2021 include the Indianapolis Circular Economy Initiative, the Master Recycler Program, a new regional economic development event titled Full Circle, and an annual State House Advocacy Day event.

POSITION DESCRIPTION
The Marketing and Communications Manager is a full-time position responsible for elevating IRC’s brand and effectively managing all aspects of the organization’s marketing and communication duties. In a given day, you may create graphics for an upcoming event invitation, plan an email newsletter, lead a communications brainstorm session for an upcoming fundraising campaign, compose a press release, coordinate a media interview for the Executive Director, or create social media posts. We are looking for candidates who are naturally curious and stay up to date with current trends but are also detail-oriented and able to manage many concurrent projects. Qualified candidates must also possess excellent project management and interpersonal skills, as you will work with a wide variety of stakeholders. The ideal candidate will be passionate about sustainability.

KEY RESPONSIBILITIES

Website Management
- Develop, manage, and update written and visual content for indianarecycling.org; perform a regular audit of the site and monitor Google Analytics; maintain relationship with website host for support needs, archive old information, and add new features as needed
- Work with IRC’s Program Manager and Director of Administration to maintain frequent updates to IRC website pages related to IRC’s programs and events and ensure appropriate reach and clear metrics for success on event attendance
External Digital & Print Content

- Finalize IRC’s Brand Standards Guide.
- Develop and manage all written and visual content for the organization.
- Manage email communications regarding IRC’s programs and event invitations, campaigns, etc.
- Oversee and maintain an up-to-date database for key e-mailing/distribution lists as it relates to communications.
- Curate, manage and distribute monthly IRC e-newsletter and event invitation emails and build relationships with guest contributors in order to amplify member voices.
- Develop strategic direction and manage IRC’s digital presence on social media, maintaining authenticity to voice and continually identifying opportunities to reach new audiences and engage current members across Indiana.
- Provide relevant images and other innovative content from events for use on IRC social media, including attending events and posting to social media accounts in real-time.
- Manage every aspect of the creation and distribution of IRC’s Annual Report, including design layout, write and edit copy, creation of graphics and design elements, and gathering statistical information from other IRC staff.
- Create, update, and coordinate printing for all IRC marketing materials including informational documents, folders, promotional materials, event signage, and apparel.

Public Relations & Member Services

- Develop and execute a strategic communications plan for the Indiana Recycling Coalition, including building program awareness and assisting in donor campaigns.
- Lead earned media efforts to raise IRC’s brand awareness across the state of Indiana.
- Collaborate with IRC staff to develop brand-compliant approaches for all public engagement.
- Seek opportunities to develop relationships and build story ideas to grow the Indiana Recycling Coalition’s reputation as a thought leader with local media, regularly updating press contacts on IRC events, programs and initiatives.
- Create and distribute toolkits for partners and members to promote IRC’s programs.
- Manage promotions for IRC’s Annual Conference and Trade Show, IRC’s largest annual event.
- Deliver an exceptional experience to every person met through first impressions, building trust with colleagues, partners, Board members, and the IRC member network.
- Participate in board committees, task forces, events, and other duties as assigned as an official IRC representative.
- Assist the Director of Administration on prospective member outreach strategies.
- Identify areas to develop and conduct research as it pertains to the circular economy in Indiana.
- Support the IRC board & staff on ancillary tasks and projects.

Other Essential Functions

- Provide management and oversight to interns throughout the year, hired to assist with various projects, events, and initiatives.
- Organize and maintain photo, video, and story archive; solicit and organize testimonials and success stories from all members of the IRC community.
- Keep abreast of local and national news related to recycling, sustainable materials management, and the circular economy.

REQUIRED SKILLS, KNOWLEDGE & ABILITIES

- Bachelor’s degree or higher.
- 1-3 years of professional work and community involvement experience.
• Background that includes a demonstrated proficiency in communications, marketing, and digital strategy.
• Experience in event marketing, social media management, and public relations. Graphic design experience required.
• Demonstrated organizational, decision-making, analytical, and project management skills; proven ability to handle multiple projects at once and meet deadlines.
• Strong computer skills and familiarity with a variety of technology platforms, including but not limited to: Adobe Creative Suite, Google’s G Suite, Constant Contact, Microsoft Office, Wordpress, and Neon CRM.
• Exceptional written and spoken communication skills.
• Ability to thrive working both independently and within a team setting, and a willingness to work with enthusiasm among evolving priorities.
• Ability to establish and maintain effective working relationships, build rapport with diverse personalities, be tactful, mature, flexible and adaptable.
• Business day availability, with some evenings and occasional weekend commitments.
• High professional standards with the ability to see the big picture and manage practical details.
• Ability to establish and maintain a highly organized workspace, including digital file storage and management
• Ability to transparently estimate, track and report time spent on various projects and tasks with an attitude for efficiency and continual improvement.
• Demonstrate a commitment to the mission of the Indiana Recycling Coalition.
• Valid driver’s license and have dependable transportation.
• Ability to lift weight over 20 lbs.

**BENEFITS**

Our office is located in downtown Indianapolis near the intersection of Michigan St. & College Avenue, walkable to Mass Ave, City Market and the Red Line. We have an outcomes-focused, flexible work environment with provided technology, and multiple spaces for collaborative work. Other benefits include but are not limited to:

- Holiday schedule, paid vacation days, flex-time
- Simple IRA with 3% match
- Free Parking

As an equal opportunity employer, the Indiana Recycling Coalition encourages applications from all individuals regardless of age, gender, race, ethnicity, sexual orientation, marital status or physical ability, and evaluates all candidates on a merit basis.

**HOW TO APPLY**

To apply, please use **THIS LINK**. Please upload resume, cover letter, (3) professional references and written responses to the following questions.

*Please keep your responses to each question 300 words or less.

1. What do you know about/what excites you about recycling and the circular economy?
2. What experience or qualities do you feel make you a uniquely qualified match for this position?
3. Describe a time when you were responsible for multiple projects at once. How did you organize the tasks and make sure everything got done?
4. Describe a time when you saw a problem at work and created a solution for it.
HIRING TIMELINE (anticipated)

Job Posted: Feb. 3
Applications Closed: March 2
First Round Interviews: Week of March 2\textsuperscript{nd} and 9th
Second Round Interviews: Week of 23
Expected Selection: Week of March 30
Expected Start Date: April 20