



Marketing Manager

About MRC

The Mattress Recycling Council (MRC) is a nonprofit organization that operates recycling programs in states that have passed mattress recycling laws. MRC was founded by the bedding industry and recycles more than 1.7 million mattresses each year through statewide collection networks known to consumers as Bye Bye Mattress. For more information, visit www.MattressRecyclingCouncil.org. MRC was established by the International Sleep Products Association (ISPA), the trade association for the mattress industry.

Job Summary

MRC is seeking a full-time Marketing Manager to join our team. This position reports to the Director of Marketing and is responsible for implementing and evaluating industry and consumer-facing strategies used to build awareness of the Mattress Recycling Council, Bye Bye Mattress and its programs and initiatives. The position works closely with external and internal teams and will be responsible for supervising and developing a Marketing Specialist. This is an in-person position in our Alexandria, Virginia office with the opportunity for occasional telework.

Responsibilities:

Project Management

- Work in conjunction with the Director of Marketing to increase awareness of MRC and its programs and initiatives among various stakeholders through development of comprehensive communication plans that involve the use of traditional, social and digital media, events, and video
- Assist the Director of Marketing with preparing and monitoring annual budgets
- Manage the work assigned to vendors and consultants including public relations agencies, website developer, communications consultants and freelance writers
- Supervise a Marketing Specialist who provides marketing support to the team
- Manage production of annual reports for MRC state programs. Create annual report content for marketing and communications activities for review by the Director of Marketing
- Work with outside agencies to develop awareness surveys and other metrics for tracking effectiveness of marketing outreach, analyzing data to identify new opportunities or improvements
- Prepare reports and PowerPoint presentations for use by MRC Executive Team, MRC regulatory affairs department and MRC operations staff

Marketing and Advertising

- Oversee the organization websites, resource library, collateral, promotional materials, and advertisements, refreshing and updating as needed
- In collaboration with the marketing team, write and distribute various external communications, including MRC Highlights, quarterly newsletters and other digital notifications

- Working with the marketing and operations teams, promote permanent mattress collection locations and temporary events

Media Relations

- Generate ideas and content for op-eds, press releases, letters to the editor and media pitches
- Assist with media requests and interviews
- Update message training and media training presentations and prepare spokespeople for their interviews or public speaking opportunity

Required Skills and Qualifications:

- Bachelor's Degree in Marketing, Public Relations, Communications, or business-related field
- Minimum of five years of experience in marketing, public relations, advertising, or communications fields
- Superior communications skills, both written and oral
- Demonstrated ability to plan strategically and think tactically
- Ability to set priorities, manage deadlines, multi-task, and meet goals
- Ability to delegate responsibilities, and mentor, motivate, and develop others
- Fluent with AP Style
- Proficiency in Microsoft Office suite including Outlook, Word, Publisher, Excel and PowerPoint
- Proficiency with Adobe Creative Suite and WordPress
- Proficiency with MailChimp, Constant Contact or similar content distribution software
- Proficiency with online survey and forms such as SurveyMonkey and Gravity Forms
- Experience with media monitoring platforms such as Cision
- Experience with Salesforce or other CRMs
- Knowledge of recycling trends, industry-run recycling programs or corporate sustainability issues a plus

Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer
- Must be able to lift 15 pounds at times

Compensation:

This is a full-time salaried position. Salary is commensurate with experience, starting at \$70K. ISPA provides an extensive benefit package. This position is a 35 hour per week position located in our Alexandria, Virginia office.

To Apply:

Email resume and cover letter to opportunities@mattressrecyclingcouncil.org.