



Job Posting
Marketing Specialist
Alexandria, VA

Summary

The Mattress Recycling Council (MRC) seeks a qualified candidate to assist with marketing and administrative tasks to support statewide mattress recycling programs known as Bye Bye Mattress in California, Connecticut, Rhode Island and. This position is based in Alexandria, VA and provides support to the Communications & Marketing team and will have varied responsibilities related to marketing, public relations and advertising.

About the MRC

Formed by the International Sleep Products Association (ISPA) in 2013, MRC is a non-profit organization headquartered in Alexandria, Virginia whose purpose is to implement and expand mattress recycling opportunities in our three state programs. Since inception, our three state programs have recycled over 3.5 million mattresses and box springs. Additional information about the three state programs is described in detail on MRC's website; www.mattressrecyclingcouncil.org. The consumer facing brand created by MRC is [Bye Bye Mattress](#) (BBM).

Responsibilities

The Marketing Specialist will support BBM in a variety of areas to achieve goals and objectives established by the Managing Director and Marketing Manager. This position will be responsible for assisting the Communications & Marketing team with increasing the public's awareness of the Program, the benefits of mattress recycling and where/how to recycle a mattress.

Responsibilities of the position include, but are not be limited to:

PROJECT MANAGEMENT

- Track and fulfill marketing requests from permanent BBM collection sites, collection event hosts, and in-state field coordinators. Fulfill these requests independently or with the help of the Marketing Manager.
- Fulfill in-state field coordinator requests for marketing materials such as business cards, customized banners, handouts, collection site or event signage, etc.
- Manage work assigned to third party vendors including a web developer, call center, a translator, commercial printers, and a mail house.
- Manage deadlines for event registrations, sponsorships and award applications

CONTENT CREATION AND DESIGN

- Create content for ByeByeMattress.com, videos and BBM social media profiles
- Create, edit and distribute MRC's monthly Program Update
- Update BBM Collection Site and Collection Event toolkits and their components

- Assist with development and production of marketing materials including brochures, PowerPoint presentations, direct mail pieces, infographics, exhibitor booths, handouts, promotional items, etc.
- Participate in the creation of advertising campaigns and public service announcements
- Contribute ideas to social media editorial calendar

MEDIA RELATIONS

- Daily news monitoring, media list maintenance and archiving clips
- Generate ideas for op-eds, press releases, letters to the editor and media pitches
- Intake media requests
- Assist Marketing Manager with ribbon cuttings, grand openings and press conferences
- Collect media kits and editorial calendars and identify opportunities

PROGRAM ANALYSIS

- Assist Marketing Manager with annual consumer awareness surveys
- Analyze monthly digital dashboards and identify new opportunities or improvements
- Export data from Google Analytics, Survey Monkey, Cision, Facebook Insights, Twitter Analytics, Wufoo and BBM recycling locator as needed
- Prepare key performance indicator (KPI) data for annual reports, board presentations and stakeholder meetings

OFFICE SUPPORT/CUSTOMER SERVICE

- Maintain contact lists of stakeholders, influencers and testimonials
- Internet research and telephone outreach
- Fielding phone calls from stakeholders including consumers, solid waste management facilities, mattress producers and mattress retailers
- Limited out of state travel is required
- Providing general marketing and communications support for in-state field coordinators
- Other tasks as necessary

Required Skills & Qualifications

- Bachelor's Degree in Marketing, Public Relations, Communications or Business-related field
- Minimum of two years of full-time office experience, preferably supporting a communications or marketing team at a non-profit, industry association, or marketing agency setting.
- Proficiency in Microsoft Office suite including Outlook, Word, Publisher, Excel and PowerPoint
- Excellent communications skills, both written and oral
- Ability to set priorities, manage deadlines and multi-task
- Excellent organizational skills
- Self-motivated and enthusiastic with a positive customer service attitude

Preferred Skills & Experience

- Knowledge of recycling trends, industry-run recycling programs or corporate sustainability issues
- Previous experience communicating a social issue to California, Connecticut or Rhode Island

- Experience with WordPress and Adobe Creative Suite
- Experience with MailChimp, Constant Contact or a similar Email Marketing solution
- Experience with online survey and online form solutions such as SurveyMonkey and Wufoo
- Experience with media monitoring platforms such as Cision
- Experience with CRM database management or association management software
- Spanish/English Bilingual

Compensation

This is a full-time salaried position based in Alexandria, VA and will report to MRC's Marketing Manager. ISPA provides an extensive benefit package and salary is commensurate with experience.

Contact Information

To apply, please email cover letter and resume to dconroy@capitalhradvisors.com. Indicate "MRC Marketing Specialist" in email subject line. Applicants should be prepared to submit samples of recent work including brochures, press releases, internal and external writing samples and portfolio.