

perennial

community workshop + store
www.perennialstl.org

Perennial's mission is to build a creative culture of sustainability in which discarded items are transformed into valued and cherished resources.

Job Posting

Part-Time Staff Position: Marketing Specialist

Application Deadline: May 31

Overview of Perennial: A 501(c)3 social enterprise, Perennial is a community workshop and store in St. Louis, MO that offers educational programming in creative reuse to diverse populations and sells handmade DIY kits and eco-friendly project supplies. Perennial's mission is to **build** a creative culture of sustainability in which discarded items are transformed into valued and cherished resources.

Position Summary: Perennial's Marketing Specialist leverages their artistic enthusiasm for creative reuse to ensure Perennial's brand is recognized across all aspects of the organization. Focusing on social media, photography, design, and promotion while staying connected to the educational mission of the organization, the Marketing Specialist plans and executes Perennial's social media presence, email marketing, and other communication strategies.

Responsibilities:

Marketing + Design

Plan and implement tasks related to digital marketing including:

- Maintain an active presence across Perennial's social media platforms including photography, copy, and scheduling 3-5 posts a week for Instagram + Facebook
- Create and send an email marketing newsletter 1-2 times a month
- Develop internal and external print and digital materials within brand specifications
- Work directly with the Programs Director to photograph and promote classes + events
- Assist with the design of Perennial's workshop space including displays, infographics, and signage

Development + Fundraising

Provide design work for fundraising events and campaigns including:

- An annual fundraising appeal
- An annual impact report
- Membership campaign
- Fundraising Events
- Give STL Day

Qualifications:

The ideal candidate will be passionate about creative reuse! They will be excited to bring new ideas to the table for an arts education organization while maintaining integrity and brand standards. Please share examples of successful creative campaigns when applying.

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Required experience includes:

- 2+ years of social media management
- Familiarity to expertise with:
 - Facebook
 - Instagram
 - Adobe Creative Suite
 - Microsoft Office
 - G Suite
- Photography skills (taking and editing)
- 1+ years of graphic design experience
- Excellent creative problem solving and critical thinking skills
- Goal driven and excited to help fill classes and grow sales
- Strong work ethic - willing to dive into projects, learn new things, and go above and beyond

Preferred experience includes

- Work on non-profit giving campaigns such as annual appeals, giving days, or membership campaigns
- Experience with or curiosity for video
- Familiarity with
 - WordPress
 - MailChimp (or similar e-newsletter service)

Work Environment:

Perennial is a creative and collaborative space. We have an open office within a busy workshop. We are looking for someone with great organizational skills that is inspired but not distracted by a creative atmosphere. Our small team is made up of hardworking folks who are passionate and dedicated to reuse.

Compensation:

This is a part-time position that will be paid \$15 an hour.

Work Schedule and Agreement:

This is a part-time position with the expectation that the Marketing Specialist will work a flexible but regular schedule of 15 hours a week. The ideal candidate will be able to commit to be in the office 3 days a week. Minimal night and weekends may be required to photograph events and classes.

This is an ideal position for someone with freelance experience that is looking to add a part-time regular commitment to their body of work

Application Deadline: May 31, 2021

To apply, please submit a resume, cover letter, and appropriate work samples to katie@perennialstl.org. Samples should include social media posts with original photography and/or design work.

Perennial is an equal opportunity employer and welcomes applicants of all identities who are passionate about upholding our organizational values of creativity, sustainability, accessibility, resourcefulness, and fun.