



307 Fourth Avenue, Suite 1500 · Pittsburgh, PA 15222

January 12, 2018

Position Title

Communications and Program Assistant, Sustainable Pittsburgh

General Description

The Communications and Program Assistant will be responsible for supporting the communications and marketing needs of the Sustainable Pittsburgh Restaurant (SPR) program, assist with restaurant recruiting/onboarding with SPR, and further develop supports for improving restaurant sustainability performance. Tasks include working alongside the SPR Program Manager, Communications Coordinator, and contracted PR firm to assist with implementation of a large-scale communications campaign and marketing plan. These duties could include: writing blog, editorial, advertorial content; social media support; newsletter development; event and tabling participation; campaign support; media relations. In addition, the Communications and Program Assistant will assist the Program Manager with restaurant outreach and engagement, workshop planning, and expansion of program resources. Other responsibilities may include, but are not limited to, assisting with the design and production of various materials (print and electronic), website updates, and other marketing/communications needs. This is a full-time, one-year, grant-funded, exempt position that reports directly to the Sustainable Pittsburgh Restaurant Program Manager.

Background:

Sustainable Pittsburgh is a nonprofit organization that affects decision-making in the Pittsburgh region to integrate economic prosperity, social equity, and environmental quality as the enduring accountability, bringing sustainable solutions for communities and businesses.

The Sustainable Pittsburgh Restaurant program is a voluntary sustainability performance program that provides recognition for leading restaurants in southwestern Pennsylvania and helps to improve their sustainability performance. Participating restaurants receive a level of designation based commitments to the environment, their communities, and the local economy.

Principle Job Accountabilities

- Work out of Sustainable Pittsburgh's offices – occasional travel required within the greater Pittsburgh region.
- Work directly with SPR's Program Manager, Communications Coordinator, and the contracted PR Firm to implement a year-long communications campaign and marketing plan.
- Assist with social media presence of the SPR program.
- Write blogs; assist with writing editorial and advertorial content.
- Identify content for restaurant and consumer newsletters.
- Assist with content generation and maintenance of the SPR website.
- Assist with measurement and tracking of marketing plan activities/effectiveness.
- Identify opportunities for revenue generation for the SPR program.
- Identify opportunities for bringing positive PR to designated restaurants and the SPR program.
- Represent SP/SPR at outreach/tabling events.
- Help prepare and edit press releases, talking points, scripts, etc. when needed.
- Assist with restaurant recruitment and onboarding with the SPR program.
- Maintain and update program resources.
- Perform other related duties that are assigned or required.
- Occasional evening and weekend work may be needed.

Qualifications

- Bachelor's degree or higher in Marketing, Communications, Journalism, or related field.
- Minimum three years of experience.
- Strong interpersonal skills.
- Excellent writer and editor.
- Computer skills including basic Microsoft Office products, social media experience, blogging, website maintenance, graphic design skills (preferred.)
- Strong organizational/project management skills.
- Excellent oral/written communication skills with diverse audiences.
- Ability to successfully manage projects and collaborate with a cross-functional team under tight deadlines.
- Familiarity with principles and practice of sustainable development.
- Familiarity with restaurant operations and/or restaurant industry trends.
- Food systems knowledge and restaurant industry experience, strongly preferred.

In addition, the ideal candidate will be:

- Passionate about the organization's mission.
- Attentive to detail and accuracy.
- Able to work independently and manage multiple tasks at once, prioritizing as needed.
- A team player, diplomatic, motivated, flexible, creative, and positive-spirited.

Physical Qualifications/Work Environment

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms; balance; and talk or hear. The employee will occasionally be required to staff a display table and present information to the public or attend events. The employee may be required to lift up to 25 pounds. The vision requirements include: close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. An employee in this position is exposed to conditions relative to a typical office environment, including ambient room temperatures, moderate noise levels, fluorescent lighting and traditional office equipment. Employee will be expected to be able to complete tasks in a timely fashion and use personal and/or public transportation. Occasionally, the employee should expect moderate levels of traversing distances and be willing to travel within the greater Pittsburgh region.

Salary and Benefits

Sustainable Pittsburgh offers a competitive salary range (based on experience) and benefit package, including medical/dental/vision, etc., and 403b plan, and defined contribution retirement plan.

Application Information

Applications will be accepted until January 31, 2018 or until position is filled. Please send cover letter, resume, and salary requirements to: rbykoski@sustainablepittsburgh.org

Equal Employment Opportunity Statement:

It is the policy of Sustainable Pittsburgh to provide equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, political affiliation, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state, or local law.