



**FULL-TIME EMPLOYMENT OPPORTUNITY**  
**Outreach and Communications Associate**  
*December 11, 2017*

**Job Summary**

The Product Stewardship Institute (PSI) seeks a highly motivated, outgoing self-starter with exceptional writing, editing, communications, interpersonal, and time management skills to serve as an Outreach and Communications Associate. In this critically important role—a blend of marketing and communications—you will be responsible for developing, drafting, and designing content for our monthly e-newsletter, website, social media, blog, PowerPoint presentations, media pitches, brochures, and related marketing collateral. You will develop and execute our acclaimed monthly webinars and biannual U.S. Product Stewardship Conference, overseeing logistics, agenda design, speaker solicitation, sponsorship, promotion, registration and payment, and reporting. The Associate also designs and implements goal-oriented outreach and education campaigns to support policy and program initiatives. In this capacity, you will develop outreach strategy and content, develop media pitches, and closely collaborate with PSI's policy staff and our broad network.

This position requires you to understand PSI's unique value proposition through-and-through and be able to articulate it in a way that advances our mission, expands our network, and fuels the product stewardship movement in North America. You will serve as the primary liaison between PSI and our corporate, nonprofit, and academic partners, as well as our government members. You will develop new partnerships and memberships, nurture existing ones, and maintain our partnership and membership database. The Outreach and Communications Associate is based in our fast-paced Boston, Mass. office.

**Salary:** Commensurate with experience (includes generous benefits package and performance incentives)

**Application Deadline:** January 12, 2017

**Start Date:** ASAP

**Responsibilities**

- Organize, coordinate, promote, and manage the logistics of our monthly webinars, including content brainstorming, outreach, and execution;
- Plan and organize speaking engagements and opportunities to increase PSI visibility;
- Design, coordinate, and execute PSI's biannual U.S. Product Stewardship Forum;
- Quickly develop a solid understanding of PSI—our niche, our mission, our history, and our service offerings—and learn how to articulate this clearly and concisely to potential partners and members, funders, the press, and other key stakeholders;
- Serve as the primary point of contact with potential, new, and existing members and partners, regularly carving out time to personally inquire about their needs and identify ways that PSI can provide them value;
- Develop PowerPoint presentations;

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- Draft and professionally format weekly marketing e-blasts and press releases;
- Own the content development of our website, blog, social media accounts, monthly membership/partnership e-newsletter, *Product Stewardship Updates*, and quarterly general newsletter, *PSI Quarterly*, and ensure its timely creation and distribution;
- Draft copy for and design/format high quality info sheets and other marketing collateral;
- Edit, and sometimes craft, grant and foundation proposals, as well as membership and partnership pitches;
- Manage mission-driven outreach and education projects from start to finish, ensuring timelines and budgets are consistently met; and
- Carry out other marketing communications-related tasks, as assigned.

### **Qualifications**

- Undergraduate degree in Journalism, Communications, Marketing, English, or equivalent required.
- Exceptional writing and editing skills with a demonstrated mastery of English spelling and grammar, required.
- Strong “people skills” with an effortless ability to communicate orally, by phone and in person, to existing and potential clients.
- Ability to juggle multiple tasks simultaneously while meeting urgent and changing deadlines.
- Detail-oriented with strong time management and organizational skills.
- Strong project management experience and skills.
- Ability to work well alone or in a team environment.
- Demonstrated commitment to, and experience in, environmental issues and policy, especially concerning product stewardship. Preference for familiarity with the legislative process.
- Full working knowledge of Microsoft Word, Excel, and PowerPoint.
- Working knowledge of Adobe Photoshop/InDesign/Illustrator, Constant Contact, and WebEx strongly preferred.
- Fast learner and self-starter who takes initiative.

### **Application Instructions**

Please email (with subject line “Outreach and Communications Associate”) your cover letter, resume, and two writing samples to [amanda@productstewardship.us](mailto:amanda@productstewardship.us).

### **About the Product Stewardship Institute**

PSI is a national, membership-based nonprofit committed to reducing the health, safety, and environmental impacts of consumer products across their lifecycle with a strong focus on sustainable end-of-life management. Headquartered in Boston, Mass., PSI takes a unique product stewardship approach to solving waste management problems by encouraging product design changes and mediating stakeholder dialogues. With 47 state environmental agency members, along with hundreds of local government members from coast-to-coast, and 100 corporate, business, academic, non-U.S. government, and organizational partners, we work to design, implement, evaluate, strengthen, and promote both legislative and voluntary product stewardship initiatives across North America. Like us on [Facebook](#) or follow us on [Twitter](#).

*The Product Stewardship Institute, Inc. is an equal opportunity and affirmative action employer.*