

Part-Time Marketing & Special Event Assistant

The Northeastern Pennsylvania Industrial Resource Center (NEPIRC) is hiring a part-time Marketing & Special Event Assistant. The position will be based in the organization's main office in Hanover Twp. The successful candidate will report to and assist NEPIRC's Manager of Marketing & Stakeholder Engagement. This position will also provide support to other NEPIRC team members for various tasks as assigned.

Job Activities:

- Assist with preparation, setup, facilitation and completion of NEPIRC's public and client-specific training programs.
- Assist with the planning and coordination of NEPIRC's annual Manufacturing Best Practices Summit and Expo (MFG DAY); also assist with the event's day-of facilitation and duties.
- Assist with the creation of NEPIRC marketing pieces and other outreach for NEPIRC's manufacturing clients, prospective clients and stakeholders.
- Assist with NEPIRC's Salesforce CRM entry and maintenance.
- Assist NEPIRC's Dream Team Project Coordinator with Dream Team outreach and marketing efforts.
- Assist in the creation and maintenance of NEPIRC's sales folders and cut sheets.
- Assist with management of NEPIRC's social media pages.
- Assist with other duties as assigned that align with NEPIRC's marketing strategy and tactics.

Knowledge, Skills, Abilities and Personal Characteristics:

- Proficiency in MS Office Suite, including Word, Excel PowerPoint and Outlook.
- High-level organizational skills, willingness and ability to manage multiple projects in a fast-paced, deadline-driven environment.
- A strong work ethic, professionalism and integrity.
- Ability to create, compose and edit written and electronic materials.
- Ability to successfully work collaboratively and with minimal supervision.
- Ability to take initiative and is a self-starter and self-directed.
- Basic knowledge of graphic design a plus, along with basic knowledge of Adobe Suite, including Photoshop and InDesign.
- Positive, "can do" attitude.

Education and Work Requirements:

- Associate, bachelor's degree or some training/experience in marketing, communication, event planning, social media or a similar field.
- Experience in marketing, communication, event planning, social media or a related job position.
- Knowledge of and active participant in social media.
- A successful record of assisting with or coordinating events.

This hourly, part-time position is paid based on a maximum of 20 hours per week and does not qualify for the standard NEPIRC employee benefits.