



Social Media Marketing & Copywriting Manager

About PCX

Plastic Credit Exchange is the world's first global non-profit plastic offset program. Founded in the Philippines, PCX partners with sustainability-conscious businesses around the world to responsibly offset their plastic footprint and reduce the flow of plastic pollution into our landfills and oceans.

PCX has built a broad and growing ecosystem of carefully vetted collaborators that recover, process, and recycle plastic waste while continuously seeking out innovative, environmentally sound solutions for plastic waste reduction. PCX also supports environmental protection with programs that improve livelihoods and scale up social impact.

PCX has now established a complementary for-profit, technology-enabled credit Marketplace to accelerate global scale and impact beyond our current reach and provide a broader scope of services for our consumer, industrial, governmental and institutional ecosystem partners. This Marketplace will be cloud and blockchain-enabled, include a holistic toolkit for buyers and suppliers, and will incorporate a proprietary credit pricing algorithm that addresses the unique complexities needed to solve the plastic pollution crisis.

About the Role

As our Social Media Marketing & Copywriting Manager, you will be in charge of growing the company's social media marketing and SEO strategy and create content for our LinkedIn and Twitter channel, newsletter, our blog and our website as well as copywriting long-form content across functions. You will drive our tone of voice and by working closely with the social media marketing & creative content manager to tell our powerful story and build the PCX brand.

Key Responsibilities:

- Strategize, manage and implement social media marketing strategies suited for an impact-driven brand like PCX
- Develop and execute content calendar across communication platforms that will drive business objectives for attracting consumers and potential customer partners
- Design and implement the social media strategy to align with business goals.
- Oversee creation, production, and execution of written content for PCX and PCX's digital assets (social media, newsletter and website).
- Deliver written materials that aim to attract and encourage engagement with the audience
- Design the company's social media brand book and standards.
- Improving the company's overall digital presence, including building out and owning our SEO strategy to drive organic traffic and lead generation;
- Monitor SEO, web traffic, and other relevant digital KPIs and metrics
- Utilize data analytics to guide content calendar and content creation
- Send weekly digital performance reports

As our Social Media Marketing and Copywriting Manager, you will report to the Director Marketing & Communications and will be the driving force in developing and monitoring critical cross-functional marketing and communication efforts across PCX, coordinating these efforts, and working closely with the Founder, CEO, CPTO, and all other functional leaders in the company.

Competencies:

- Passion for sustainable impact to end plastic waste
- Bachelor's degree in journalism, marketing, communications, business, sustainability
- Minimum 3 years of work experience in managing social media channels, creating content, and /or copywriting in an international brand or NGO environment
- Creative thinking skills and substantial knowledge of how to build and structure overall content creation and publishing of content
- Robust project management skills; ability to run multiple projects simultaneously in a fast-paced, entrepreneurial, and complex technology-enabled enterprise-focused business environment



- Strong understanding of and ability to cultivate relationships and trust, orchestrate activities with senior leaders, partners
- Excellent presentation, speaking, and written communication skills
- Familiarity with relevant content management and analysis tools
- Experience with an international environmental organization would be an advantage.

For interested applicants, you may email your CV/resume to careers@plasticcreditexchange.com or mia@plasticcreditexchange.com