



Job Description (updated 9/3/18)

Job Title	Development & Marketing Coordinator
Department(s)	Development
Job Classification	Full-time, salary, exempt
Job Relationships	Reports to Executive Director Works alongside senior staff members Oversees volunteers

Position Summary

Responsible for the implementing and developing the development and marketing activities of Animal House Rescue & Grooming in a manner in which they align with the organization's goals, objectives and culture.

Qualifications

Education/Experience: Minimum of four years of college or equivalent experience; Minimum of one year event planning and marketing experience; Development experience preferred

Knowledge: Animal welfare knowledge preferred

Skills: Strong interpersonal, oral and written communication skills; detail oriented and organizational skills; leadership skills; teamwork skills; proficient computer skills; experience in photography, graphic design and general editing preferred

Abilities: Position requires flexibility to take occasional calls or emails outside of normal business hours and on weekends from staff, volunteers and/or the public. Occasional weekend hours for fundraising events and/or campaigns required. Ability to work with people from a variety of backgrounds; able to work with animals; able to work independently and as part of a team; ability to work in a high-stress, fast paced environment. Valid driver's license required.

Essential Duties and Job Functions

Development

- Works with Executive Director to assure that all staff and board members are well versed on the history, programs, services, and current activities of Animal House and can accurately and professionally articulate the same to members of the public and volunteers
- Coordinate annual fundraising events and logistics, supervise planning committees and day of volunteers, develop and implement event marketing collateral and efforts
- Coordinate third party fundraisers with staff and volunteers
- In coordination with Executive Director, ensures that the fundraising database and donor tracking systems are accurate and complete; works with staff to continually expand functionality.
- Solicits in-kind and cash gifts and sponsorships on behalf of Animal House, both individually and in conjunction with the Executive Director, board members, and fundraising volunteers
- As a member of the senior management team, participates in shelter-wide strategic planning and implementation.
- Assist Executive Director to create, implement and manage development and planned giving program and participates in development of annual budget as it pertains to development and communication efforts including income, expenses and reporting
- In coordination with Executive Director, manage prospective and current donor program including communication, acknowledgment, recognition, incentives and data entry
- Manage vendor relationships including: identification, cultivation, solicitation, and stewardship; communication and problem resolution; determine equipment needs; encourage donations.
- Assist with grant research, completing applications, follow up documents, communication and reports as time allows

Marketing

- In coordination with Executive Director, develop and implement marketing strategies, processes, themes, tactics, and budgets and establishes media relationships and serves as a media spokesperson as assigned
- Grow the audience for Animal House by creating campaigns to increase the number of new supporters, adopters and donors
- Develop, implement, track and manage print projects such as the bi-annual print newsletter and annual report, as well as, email, website, digital and social media campaigns
- Create and coordinate publishing of social media content across all platforms
- Screen, answer and/or refer questions from the public via social media or electronic communication in a timely manner
- Serves as the chairperson of the Marketing Committee comprised of staff, board members and volunteers
- Work with staff and volunteers to identify and document success stories and pictures with strong social or print media potential
- Manage participation in outside or third party fundraising events, including: development of standard operating procedures; determination of appropriate events; coordination of

volunteers and/or staff; oversight of event communication; coordination of marketing and use of Animal House logo; receipt and accurate recording of revenue

Responsibilities of All Animal House Staff

- Promote a humane and caring attitude toward all animals and treating all animals with respect and compassion
- Working courteously and cooperatively with colleagues, other shelters and rescues, supporters and volunteers.
- Ensuring superior client service by promptly addressing concerns, demonstrating respect and empathy, and resolving problems in a timely manner
- Willingness to assist with tasks outside of primary realm of responsibility, as needed, including animal care, adoptions, and events and always in a manner which demonstrates interest, care, and concern for the staff, public and animals we serve
- Participating in monthly and/or quarterly team meetings to discuss current events, goals, and programs
- Helping ensure all established procedures and policies are followed within the intended spirit of each for the benefit of Animal House

Safety:

- Ensure a clean and safe environment for the animals, public, staff and volunteers
- Take immediate action to address any concern that could put any employee, customer, volunteer, animal or the organization at risk.

Physical Requirements and Work Environment

- Work is performed in a shelter, office and outdoor environment
- Frequent bending, reaching, squatting and kneeling required while performing job function
- Typical shift requires long periods of standing and walking
- Must be able to lift a minimum of 50 pounds
- Subject to work weekends and holidays
- Subject to work outside in a variety of weather conditions