



## **Job Announcement Development Coordinator**

The Placer SPCA is seeking to fill the position of Communications & Marketing Associate. This person will be responsible for developing and coordinating all things media, including public relations, social media, digital marketing, agency newsletters and promotional materials, and special event marketing. This position also provides support to fundraising projects and special events as it relates to furthering the marketing, promotion and branding needs.

About the Placer SPCA: Located in Roseville, California the Placer SPCA is an extremely progressive non-profit animal sheltering/animal welfare organization providing quality care to as many as 4,000 animals every year. The Placer SPCA is building a new, state-of-the-art facility, scheduled to open May, 2018.

Please go to our website <http://placerspca.org/employment/> to view the job description and to obtain a job application.

Salary range: \$17 - \$21/hour depending on experience, full time.

Resume, cover letter and completed PSPACE job application should be sent to [libbym@placerspca.org](mailto:libbym@placerspca.org).

**INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED. PLEASE ENCLOSE A COVER LETTER, RESUME AND PLACER SPCA EMPLOYMENT APPLICATION.**

*PLEASE: No phone calls or drop-by visits. Email or fax only. Thank you.*

Placer SPCA  
**JOB DESCRIPTION**

**JOB TITLE:** Communications & Marketing Associate

**FULL/PART TIME** Full Time

**DEPARTMENT:** Administration

**ACCOUNTABILITY:** Director of Development & Marketing

**FUNCTION:** Under the general supervision of the Director of Development & Marketing, the Communications Associate will be responsible for developing and coordinating the organization's branding, marketing, and promotional materials. The Communications Associate also provides support to fundraising projects and special events as it relates to furthering the marketing, promotion and branding needs.

**Communications/Marketing**

1. Create and manage the organizational Communications Calendar.\*
2. Lead efforts in producing the organization's quarterly newsletter, *Companion Connection*, including providing overall strategy, timing and content development, with staff input; layout and design; and printing.\*
3. Coordinate and develop all other communication and promotional efforts as needed, including the organization's Thrift Store.\*
4. Create and distribute e-blast communications for the organization and Thrift Store.\*
5. Oversee and manage the organization's presence on social networking sites.\*
6. Assist with creating and updating all printed materials, including organizational collateral, special events and projects.\*
7. Oversee and manage the organization's website, ensuring content remains current, and keep the appearance of the site user-friendly, professional and visually appealing/stimulating.\*
8. Work with volunteers to ensure photos and bios of adoptable animals are uploaded to the website in accordance with established guidelines.\*
9. Prepare press releases and secure media coverage, with direction from and approval by the Director of Development & Marketing and CEO. \*
10. Work with staff to identify potential media opportunities and stories.\*
11. Assist in the planning and preparation of quarterly Marketing Committee meetings, including drafting an agenda, preparing supplemental materials for discussion, overseeing the room set-up and providing snack/refreshments.\*
12. Update content on the LCD display in the Center's lobby.\*
13. With the Marketing Committee's guidance and staff support, identify and develop marketing objectives and strategies, and oversee the progress of those objectives established in the annual strategic plan.\*

## **Fund Development & Events**

14. When requested, serve on event committees/attend committee meetings.\*
15. Work closely with Development Staff in promoting and marketing special events, including fundraising events and organizational events/projects.\*
16. Prepare sponsorship and marketing materials for events.\*
17. Prepare signage for use at events, including printed boards and/or media (e.g., video, PowerPoint, etc.).\*
18. Work at major events as assigned, which may include weekends and evenings.\*
19. Work with Development Staff on direct and online appeals and capital campaign efforts.\*

## **Other**

This job description is not intended to be all inclusive and employees will also perform other reasonably related business duties that may be requested by the Director of Development & Marketing, Chief Executive Officer or other management staff as required which will ensure a positive image and/or will improve the services of the Placer SPCA.

## **\*=Essential Job Function**

## **QUALIFICATIONS**

- Bachelor's Degree or equivalent experience in business, non-profit management or related
- field such as communications, public relations or marketing.
- Excellent working knowledge of Adobe Creative Suite software applications, including
- In-design and Photoshop, as well as Microsoft Office.
- Experience with Wordpress platform to update website content.
- Knowledgeable about social media trends and best practices engaging constituents across all mediums.
- Excellent verbal and written skills, as well as organizational skills, attention to detail, and ability to be self-motivated and disciplined.
- Nonprofit fund development and marketing experience highly desirable.
- Experience in an animal welfare environment preferred.
- Valid California drivers license with good driver history.
- Must be in good physical and mental health with no allergic condition that might be aggravated by exposure to animals.
- Must be able to lift 50 lbs.

## **WORKING CONDITIONS**

1. Salary DOE per hour with incremental merit adjustments consistent with current Placer SPCA organizational policy.
2. 40-hour work week, including weekends and evenings as scheduled, with intermittent overtime and/or evening work at sites away from the Center.
3. Compliance with current PSPCA Employee Policy Manual.
4. Frequent contact with the public in a fast-paced and changing work environment, which may at times be stressful or emotionally charged.

5. Exposure to dead, sick, injured, unruly, vicious and/or dangerous animals and intermittent exposure to parasites and infectious diseases.
6. While performing the duties of this job the employee is regularly required to sit, stand, walk, use hands and fingers to reach or feel; climb, balance, stoop, kneel and crouch.

The Placer SPCA is an Equal Opportunity Employer.

The PSPCA reserves the right to revise or change this job description as necessary or as business requires. This job description does not constitute a written or implied contract of employment.

I understand the qualifications as described above for the Development and Communications Associate position, and by signing below acknowledge that I am able to perform the job duties listed above and I am willing to accept the working conditions herein.

**Date:** \_\_\_\_\_

\_\_\_\_\_  
**Employee Acknowledgement**