



Job Announcement Marketing Associate

The Placer SPCA is seeking to fill the position of Marketing Associate. This person will oversee the coordination of all of the Placer SPCA's marketing efforts. The Marketing Associate has the opportunity to use their full spectrum of creativity to develop the organization's branding, marketing and promotional material.

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. This position works from the Placer SPCA's Best in Animal Welfare Practices Adoption and Education Center. Among the many opportunities, this marketing professional will get to know and promote the wonderful animals available for adoption and experience great satisfaction in recognizing their efforts will help these animals find the home that they deserve.

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

Please send cover letter and resume along with a PSPCA job application to:

administration@placerspca.org or mail to
Placer SPCA
200 Tahoe Avenue
Roseville, CA 95678

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 & Marketing Associate will be responsible for developing and coordinating the organization's branding, marketing, and promotional materials. The Communications & Marketing Associate will also provide support to fundraising projects and special events as it relates to furthering the marketing, promotional and branding needs.

Communications/Marketing

1. Create and manage the organizational Marketing Calendar.*
2. Lead efforts in producing the organization's newsletter, *Companion Connection*, including providing overall strategy, timing and content development, with staff input; layout and design; and sending for print production/mailing.*
3. Coordinate and develop all other communication and promotional efforts as needed, including the organization's Thrift Store.*
4. Create content, design and distribute e-blast communications for the organization and Thrift Store.*
5. Create content and manage presence on social media platforms for the organization and Thrift Store, including weekly Facebook Live segments with CEO.*
6. Identify stories and fundraising campaigns for appropriate social media platforms.*
7. Work with management to identify monthly adoption promotions and design all printed collateral and advertisements.*
8. Create and update all printed materials, including organizational and Thrift Store collateral, special events and projects.*
9. Update and oversee the organization's website ensuring content remains current, the appearance of the site user-friendly, professional and visually appealing/stimulating.*
10. Prepare press releases and media invitations, and secure media coverage with direction from and approval by the CEO and Director of Development & Marketing.*
11. Identify animals to promote weekly and/or monthly with local media outlets.*
12. Work with staff to identify potential media opportunities and stories.*
13. Design and upload content on the LCD display in the Center's lobby.*
14. When requested, serve on event committees/attend committee meetings.*

Fund Development & Events

15. Work closely with Development staff in promoting and marketing special events, including fundraising events and organizational events/projects.*
16. Track event registrations, and adjust marketing efforts as needed to increase sales.*
17. Design and produce marketing materials for events.*
18. Create sponsorship benefits and prepare sponsorship materials for distribution.*
19. Prepare signage for use at events, including printed boards and/or media (e.g., video, PowerPoint, etc.).*
20. Work alongside Development staff to execute major events as assigned, which may include weekends and evenings.*
21. Work with Director of Development & Marketing on direct mail and online appeals.*

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 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 applications, including InDesign, Photoshop and Illustrator, as well as Microsoft Office.
- Current experience with Wordpress platform.
- 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