

Placer SPCA JOB DESCRIPTION

JOB TITLE:	Marketing Assistant
FULL/PART TIME:	Part-Time
DEPARTMENT:	Administration
ACCOUNTABILITY:	Marketing Manager
FUNCTION:	Under the general supervision of the Marketing Manager, the Marketing Assistant will provide marketing support.

Communications/Marketing

1. Assist with the execution of marketing strategies for events, campaigns, fundraisers, programs, and promotions*
2. Provide social media content support:
 - Assist with the design and scheduling of social media graphics/posts for both Placer SPCA and the Placer SPCA Thrift Store*
 - Schedule #wherearethey now posts and adoption updates as needed*
 - Scan volunteer blog pages to identify photos and stories that can be shared*
 - Under the supervision of the Marketing Manager, respond to messages, comments, and monitor posts
2. Assist with creation and implementation of monthly promotions*
3. Assist with website updates as needed*
4. Identify animals to promote weekly and/or monthly on local media outlets*
5. Help with design and creation of print collateral, signage, and slides for presentations (internal and external)*
6. Occasionally update and upload adoptable pet photos and videos to Pet Point as needed*
7. Create and print inserts/flyers, and keep print materials stocked*
8. Provide additional marketing support as needed (i.e., laminating, button making, signage, and other special projects)*
9. Attend meetings as requested*
10. This role may also be asked to occasionally attend Placer SPCA community events to assist the Marketing Manager with photos and social media coverage

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 Placer SPCA (PSPCA).

***=Essential Job Function**

QUALIFICATIONS

- Marketing and/or graphic design experience in business, nonprofit management or related field such as communications, public relations or marketing preferred
- Proficient in the use of Adobe Creative Suite applications, as well as Canva and Microsoft Office
- Knowledgeable about social media trends and best practices
- Excellent verbal and written skills, as well as organizational skills, attention to detail, and ability to be self-motivated and disciplined
- Must be in good physical and mental health with no allergic condition that might be aggravated by exposure to animals
- Valid California driver's license with good driver history
- Must be able to lift 50 lbs.

WORKING CONDITIONS

1. Salary \$17.00 per hour
2. 20 hours per week. Specific schedule to be determined with the Marketing Manager
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

Placer SPCA is an Equal Opportunity Employer.

Placer SPCA 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 Marketing Assistant 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