



# Social Media and Marketing Assistant

<b>JOB TYPE:</b>	Part-Time
<b>DEPARTMENT:</b>	Administration
<b>ACCOUNTABILITY:</b>	Marketing Manager
<b>FUNCTION:</b>	Under the general supervision of the Marketing Manager, the Social Media and Marketing Assistant will provide marketing support.

## ESSENTIAL DUTIES & RESPONSIBILITIES:

### Social Media

1. Collaborate with the Marketing Manager to support social media content creation and management.\*
2. Assist with designing and scheduling social media graphics and posts for Placer SPCA and the Placer SPCA Thrift Store.\*
3. Schedule #Wherearetheynow animal posts and adoption updates as needed.\*
4. Review volunteer blog pages to identify photos and stories of animals for sharing.\*
5. Help manage social media accounts by responding to messages and comments, and monitor social media posts under the supervision of the Marketing Manager.\*
6. Brainstorm and create photo and video content featuring animals.\*

### Communications/Marketing

1. Support the execution of marketing strategies for events, campaigns, fundraisers, programs, and promotions.\*
2. Assist with the creation and implementation of collateral for monthly promotions.\*
3. Support email marketing efforts, including creating and sending weekly eblasts to subscribers.\*
4. Update and maintain the website as needed.
5. Identify animals to promote weekly and/or monthly on local media outlets.\*
6. Assist with the design and production of print collateral, signage, and presentation slides (for internal and external use).\*
7. Upload and update adoptable pet photos and videos to Pet Point as needed.
8. Create and print inserts and flyers, ensuring print materials are stocked.\*

9. Provide additional marketing support as needed (i.e., laminating, signage, and special projects).\*
10. 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**

- 2 years of experience in Marketing, Graphic Design or a related field (business, nonprofit, communications, or public relations) preferred – OR – equivalent education and coursework.
- Proficient in using social media platforms (i.e., Instagram, Facebook, TikTok, YouTube) through personal use, coursework, or related experience required.
- Comfortable being around animals required.
- 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 Social Media and 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**