

Director of Marketing

Duties:

- Oversees all traditional and social media interaction on behalf of the organization
- Creates and implements marketing efforts for fundraising events
- Works closely with Director of Fundraising to market fundraising events to volunteers and the public
- Supports fundraising efforts by assisting with events as needed
- Supports the Director of Fundraising in developing the annual ask letter and any Give to the Max efforts
- Supports with Secretary in creation of monthly newsletter and monthly events email
- Educates the public on the breed and organization
- Gains exposure for the organization
- Recruits volunteers and forever homes

Requirements:

- Excellent communication and project management skills
- Needs to have internet and phone access on a daily basis
- Available to check email at least twice a day, unless other circumstances prevent this such as vacations, internet service out, etc.
- Strong verbal, written, and presentation skills
- Access to Photoshop or something similar is a plus
- Comfortable with creating and managing social media content
- Able to work through conflict and have open and honest discussion with Board members and other volunteers
- Creative, innovative, independent, organized, and able to develop new event ideas and programs
- Professional and respectful to all volunteers and the public
- Able to commit approximately 15 hours/week in the summer and 10 hours/week in the winter