



## Spokane Humane Society

Position Description:	Marketing Coordinator
Reports to:	Director of Marketing and Development
Supports:	Spokane Humane Society & Satellite Locations

### Primary Job Purpose:

Spokane Humane Society is an animal welfare non-profit agency whose vision is supported 100% by donations from the community. The Marketing Coordinator's primary function is to perform tasks in support of and under the supervision of the Director of Marketing and Development. Will produce communication content such as newsletter copy, blog, social media posts, animal bios, and scripts, compiling and researching significant and compelling stories and educational material to support the services we provide as well as overall fundraising. Each team member of SHS must demonstrate the core values of the organization, which includes eagerness and willingness to go above and beyond, dependability and dedication to the vision of SHS, and ability to not only be compassionate to animals but also to their humans, and fellow staff.

The Marketing Coordinator is responsible for, but not limited to, the following items:

### Essential Duties:

- Social media content & follower interaction
- Community interaction and educational content relating to animal care and welfare
- Medical/behavioral animal marketing reports
- Compiling content/copy for newsletters
- Maintain our blog and stories
- Press releases
- Creative animal bios, continual updates, and photos (collaborate with Shelter)
- Scripts for events, videos, and other engagements
- Promotions to support all departments such as adoptions, fundraising, volunteer needs, and opportunities
- Major events and community events/outreach support and promotion of (flexibility in shifting hours for after-hours and/or weekends as opportunities present)
- Marketing collateral content
- Organization and ordering of marketing material and collateral
- Ensuring consistency of voice and SHS branding standards throughout the organization
- Quality Assurance: Proficient in completing duties on time and with precision. Able to review the accuracy and thoroughness of one's work as well as the work of others, constructively apply feedback to improve performance, and generate ideas to enhance and promote quality in work related to animal and/or business services.
- Adaptability: Capable of adjusting to changes, delays, or unexpected events in the work environment. SHS works with animals who are unpredictable at times in behavior and health; in addition, our donors/sponsors can provide information that is past a preferred deadline. All employees demonstrate being able to manage competing demands, prioritizing tasks, and altering approaches to best fit the situation.

- **Interpersonal Skills:** Proficient in developing and maintaining positive working relationships with all agency team-members. Each day arrives to work as a positive team member both inside and outside the organization, while effectively handling internal pressure as animal welfare can be unpredictable.
- **Dependability:** Reliable in following instructions, both written and verbal. Responsive to management direction and able to complete tasks on time or notify the appropriate person with an alternate plan when necessary.
- **Judgment:** Adept at making timely decisions, exhibiting sound and accurate judgment, and explaining the reasoning behind decisions. Able to use SHS resources to support decisions such as tele health and approved partners.
- **Language Ability:** Competent in reading and writing reports, emails, and procedure and policy documents. Effective in communication with community members and present information and responding to questions from management staff, volunteers, customers, and the public in a positive way.
- **Problem Solving Ability:** Capable of identifying and preventing problems before they occur by verifying your own work before submitting. Formulating alternative solutions when necessary and transferring learning from past animal and/or business experiences to continue to improve job performance.
- Other duties as assigned.

#### **Marginal Duties:**

- Accept and create receipts for donations. Maintain the in-kind log when customers do not need a receipt. Place donations in appropriate areas.
- Perform other work including stocking of food/supplies for assigned areas.
- Use appropriate personal protective equipment and adhere to proper safety standards/procedures.
- Perform additional tasks and responsibilities as assigned, including but not limited to special projects, cross-departmental collaborations, and other duties as needed to support the team and organization.

#### **Secondary Job Functions:**

- Complete SHS maintenance forms when damages to structures or equipment require repair, and report to the Operations Manager.
- Take appropriate action in the event of emergencies, such as break-ins, thefts, power failures, fires, or floods. Contact the sheriff's department at Crime Check 456-2233 or 9-1-1 when police authority is needed, and your direct supervisor.

#### **Qualifications and Position Requirements:**

- Bachelor's degree in marketing/communications, or similar degree such as creative writing, journalism, English, public relations.
- Adobe Creative Cloud knowledge/graphics a plus.
- Great organizational and time management skills.
- Clear and effective communication and collaboration with direct supervisor and team members.



- Reliable transportation and clean driving record: will be required to pick-up supplies/material, visit satellite locations, run errands when needed.
- Position requires the ability to manage stressful and emotional situations at times.
- Passion for animals and welfare of.

**Working Conditions:**

- Both indoor and outdoor work required.
- Exposure to unpleasant odors and noises.
- Exposure to bites, scratches, and animal waste.
- Possible exposure to contagious diseases.

**Benefits:**

- Paid vacation, holiday, and sick time
- Healthcare, Dental, and Vision
- Simple IRA
- Employee Assistance Program
- Basic Veterinary Care services after successful six months of employment

***This job description is not a contract, management reserves the right to change its contents at any time. This organization is an “at-will” employer and is an equal-opportunity employer. This organization complies with the guidelines set forth in the Americans with Disabilities Act of 1990 and does not discriminate because of race, color, religion, national origin, age, disability, sex, or sexual orientation.***

I possess a full understanding of the job description of the Marketing Coordinator position.

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Signature of Employee

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Date

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Signature of Supervisor

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Date