



# Safe Place FOR PETS

## Job Description

**Position Title:** Marketing Coordinator

**Position Summary:** The Marketing Coordinator is responsible for providing recommendations for website content and maintenance, social media communication and strategy, newsletter design, advertisements and oversees successful implementation of the marketing strategy for Safe Place. This volunteer abides by and actively supports the mission and values of Safe Place for Pets and must have access to a computer with Microsoft Office, e-mail and a printer. This is a Board of Directors position.

### **Tasks include:**

- 🐾 Participates in development and oversees execution of the overall strategic marketing plan.
- 🐾 Ensures that recurring promotions of available animals in both mass and social media appear regularly with a professional appearance.
- 🐾 Oversees website content and requests necessary updates regularly.
- 🐾 Responsible for increasing awareness of our organization and all of our activities through effective, creative and professional marketing, advertising and public relations.
- 🐾 Manages Safe Place for Pets' brand strategy and communicates brand values to internal and external clients (volunteers, donors, etc.).
- 🐾 Manages the advertising process for Safe Place to include: design of ads, placement in various publications and websites, contract management and successfully builds and maintains relationships with advertising representatives.
- 🐾 Assists the Development Coordinator in planning the annual fundraising event, special events, corporate and foundation giving, donation drives, smaller events, and special awareness campaigns to provide key perspectives on marketing and advertising.
- 🐾 Utilizes free media opportunities shamelessly for the animals and represents Safe Place in media spots when appropriate.
- 🐾 Works with the Placement Team to promote pet-specific needs.
- 🐾 Along with the President and Vice President, establish and maintain partnerships with community organizations and businesses to support our mission.
- 🐾 Directs the production of the print newsletter and e-newsletter.
- 🐾 Attends monthly Board Meetings.

Volunteer Name (print): \_\_\_\_\_

Volunteer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Safe Place Representative: \_\_\_\_\_ Date: \_\_\_\_\_