



Job Description

Title: Marketing & Communications Specialist

Reports to: Executive Director

Job Type: Full-time

Pay range: \$38K-\$42K

Primary Function: The Marketing and Communications Specialist identifies, gathers, produces, and tracks all outgoing communications for Homeward Pet Adoption Center (HPAC), a 501(c)(3) nonprofit animal shelter. This position is part of a small, hardworking team whose goal is to advance the organization's mission by broadening awareness, developing deeper relationships, and increasing participation and support among constituents, including, but not limited to, donors, adopters and services users.

Essential Responsibilities

Marketing and Communications

- Develop and maintain a strong internal network to seek out story ideas and stay informed of developments at HPAC.
 - Document and track on-going, and completed stories from start to finish.
- Collaborate with team members across all departments to create and edit dynamic, engaging content for HPAC publications, marketing materials and communications.
- Coordinate, schedule and edit editorial calendar.
- Edit, proofread, and repurpose content as directed to ensure that it is accurate, compelling and brand-focused.
- Maintain HPAC website.
- Manage social media platforms on daily basis.
- Manage HPAC digital assets including categorizing and archiving photos and marketing materials.
- Assist in the tracking, analysis, and reporting of departmental projects, expenses and metrics.
- Contribute to the development of annual marketing and fundraising plans.
- Manage, implement and grow email-marketing efforts.

Public Relations

- Serve as point of contact for all media relations.
 - Create all public relations related collateral including Pet of the Week bios, monthly press releases, local chamber of commerce content, and advertisements.

Development

- Work with fundraising staff to curate event communications and marketing materials.
- Collaborate with fundraising staff to create and edit appeal letters and giving day appeals.
- Produce and edit printed newsletters, monthly e-newsletters, website content, program promotions and e-communications.

Additional Responsibilities

- Work with HPAC volunteers in a positive and effective way to facilitate meaningful volunteer engagement.
- Take on additional duties as required.

Qualifications

- Degree in marketing/communications (or related field) or equivalent work experience required.
- 1-3 years of professional experience required.
- Strong project management skills, including the ability to successfully prioritize and manage numerous projects in a fast-paced environment.
- Exceptional writing, editing, and interpersonal communication skills. (Photography skills and graphic design experience a plus.)
- Proficient with Microsoft Office, Adobe Creative Suite and WordPress or comparable products.
- Ability to work independently and as a part of a team.
- Detail oriented, with a positive and energetic attitude.
- Self-motivated and ambitious to learn new tools, media platforms and industry trends.
- Committed to and enthusiastic about the mission, programs and services of Homeward Pet Adoption Center.
- Nonprofit experience preferred.

Please send a cover letter and resume to Gary@homewardpet.org, with the subject line “Marketing and Communications Specialist.” No phone calls, please.

Homeward Pet Adoption Center is one of the leading non-profit, no-kill animal shelters in Washington State. Our mission is to give homeless animals a second chance through rescue, shelter and adoption. Since being founded in 1990, the shelter has matched more than 26,000 animals with safe and loving forever families. With more than 350 volunteers, every cat and dog that comes to Homeward Pet receives an abundance of love, attention and care. For some animals that is more than they have ever known. Learn more at www.homewardpet.org.