



Marketing & Community Engagement Manager

Department: Development & Community Engagement

Reports to: Director of Development & Community Engagement

Number of Direct Reports: 1

Status: Full-time, exempt

Schedule: 40 hours, variable

Compensation: \$60-65,000/year

Mission and Values: Foothills Animal Shelter's mission is: Providing support to our surrounding community through education, services that strengthen the human-pet bond, and humane care for the animals we serve. All employees and volunteers are expected to embody the Shelter's Values which are to have honesty and integrity in all that we do, with the following values as our guide:

- **Stewardship:** Assume responsibility and ownership for our actions within our shelter and our community.
- **Positive Culture:** Create a safe, supportive environment for the health, wellbeing, and development of staff and volunteers.
- **Openness:** Nurture an innovative, inclusive, and creative environment that cultivates conversations and relationships that actively work towards the future.
- **Team Oriented:** Build relationship, embrace teamwork, and foster collaboration in pursuit of our Mission.

POSITION SUMMARY: The Marketing & Community Engagement Manager is responsible for the planning, development, and implementation of all of Foothills Animal Shelter's marketing strategies, marketing communications and public relations activities. The individual oversees developing communications for the Shelter, directly managing communication activities that promote, enhance, and protect the organization's programs, services, fundraising initiatives, events and overall brand. The Marketing & Community Engagement Manager maintains overall responsibility for Foothills Animal Shelter's communication outlets, including print publications; online communications including website and e-newsletters; donor communications; media and public relations; and marketing.

MAJOR RESPONSIBILITIES

- Develops and implements an integrated strategic communications plan to promote all facets of Foothills Animal Shelter; advance the organization's brand identity; increase donor engagement and retention; broaden awareness of the Shelter's programs and priorities; and increase the visibility of the organization across key stakeholder audiences.
- Responsible for creating, implementing, and measuring the success of Foothills Animal Shelter's print and electronic communications.
- Serves as the organization's primary spokesperson and lead point person on media relationships that help promote and/or impact the organization, to include crisis communications.
- Oversees the Social Media & Marketing Coordinator, who supports the development and execution of the communications strategy.
- Responsible for maintaining a cohesive and appropriate brand for Foothills Animal Shelter.
- Oversees the website and manages the website contracts.
- Develops and writes pet stories in partnership with shelter staff.

- Responsible for all marketing efforts surrounding Shelter services, including dog licensing, spay/neuter services, pet adoptions, fundraising activities, special events, vaccine clinics, microchipping, etc.

SPECIFIC DUTIES

- Works with Director to create, execute and manage overall communication plan to promote all facets of the organization, including fundraising, community outreach, adoptions and other programs and services.
- Actively engages, cultivates, and manages press relationships to ensure coverage surrounding Foothills Animal Shelter's programs, special events and other projects. This includes writing and distributing press releases, pitching stories, and serving as a resource for media outlets when requested.
- Exercises judgement in prioritizing media opportunities, and prepares talking points, scripts, presentations and other supporting material as needed.
- In conjunction with the Director, oversees the day-to-day activities of the Community Engagement Team, including budgeting, planning and staff development.
- Responsible for the editorial direction, design, production and distribution of all Shelter publications and marketing materials.
- Manages the content of the website and directly handles updates to the website to continuously present the organization to the public in a timely manner.
- Coordinates, creates, designs, and edits the monthly Shelter e-newsletter, in addition to other e-blasts as needed.
- Manages the creation and execution of online campaigns in partnership with the Development Manager.
- Develops promotional campaigns to increase traffic in adoptions, vaccine clinics, pet licensing and other services. Track, measure, and report on campaign impact.
- Leads the creative design for all promotional and fundraising materials, including brochures, flyers, signage, print ads, fundraising appeals, event invitations, posters, etc.
- Produces monthly marketing and community relations reports to ensure communication goals are being met.

QUALIFICATIONS

- Bachelor's Degree in Marketing, Communications, Journalism, Public Relations, or similar field.
- At least three years' experience in a related field.
- Ability to prioritize and manage multiple projects simultaneously and efficiently, often with tight deadlines.
- Superb verbal communication skills, including the ability to communicate with staff, volunteers and media in a professional, credible, respectful and personable manner.
- Experience and comfort with media appearances and delivering interviews.
- Fear Free Shelter certified or become Fear Free Shelter certified within 60 days of employment.
- On-call availability and flexibility to handle media requests and other communications on weeknights, weekends and holidays.
- Experience in oversight of graphic design (marketing materials such as posters, newsletters, brochures, flyers, etc.)
- Excellent writing and editing skills.
- Strong organizational, planning and critical thinking skills.
- Positive attitude and professional demeanor.
- Proficient in Microsoft Office and Adobe Creative Suite.
- Strong commitment to the welfare and proper treatment of animals.

WORKING CONDITIONS

- May be required to work some evenings and weekends.
- Noise, odors, chemical fumes, animal hair and dander are encountered due to equipment and animals.

- Subject to animal bites and scratches.
- Must be able to comfortably handle all types of animals (dogs, cats, critters)
- Must be able to manage the emotional aspect of end of life services and humane euthanasia, and support employees in high-emotion circumstances.
- Lifting of up to 30 lbs. with reasonable accommodations.

EQUIPMENT USED

- Computer using Microsoft Office, E-mail, Internet, and various office equipment.
- Cloud-based animal management software (PetData, ShelterBuddy, etc.)
- Vehicle, if needed.
- Animal handling equipment including leashes, carriers, etc.

About: As an open admission shelter, our doors are always open to pets in Jefferson County and we are committed to serving our community as a socially-conscious shelter. We care for more than 8,000 orphaned cats, kittens, dogs, puppies and critters every year with a compassionate team of 50 staff and 500 volunteers. We are a community resource and offer a variety of services including pet adoption, Jefferson County pet licensing, affordable spaying and neutering, vaccinations, microchipping and lost and found pets. The Shelter is established under an intergovernmental agreement between Jefferson County, the City of Arvada, the City of Lakewood, the City of Wheat Ridge, the City of Golden, the City of Westminster and the City of Edgewater.

Benefits: Foothills Animal Shelter offers a competitive total compensation package. Employees become eligible for medical, dental, vision, life insurance, long term disability, and an array of supplemental benefits at 60 days of employment. Foothills offers coverage of the premiums for medical plans, dental, vision, life insurance (\$10,000) and long-term disability. Employees earn sick and vacation time each pay period, plus several recognized holidays. After one year of employment, employees are eligible for a 401K retirement plan that we will match up to 3%. Employees also have access to an array of discounted programs including pet food, cell phones, travel, pet insurance, clothing, entertainment tickets, etc.

To apply:

Email a cover letter and resume to ecummins@fas4pets.org detailing your qualifications and experience as it relates to this opportunity before July 2, 2021. Applicants may be interviewed on a rolling basis, interested applicants are strongly encouraged to apply immediately.