



JOB DESCRIPTION

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| Job Title: | Marketing and Social Media Manager |
| Department: | External Affairs |
| Classification: | Full time, hourly, nonexempt |
| Job Relationship: | Reports to External Affairs Director |
| Position Summary: | Rescue Village's Marketing and Social Media Manager supports the success of the organization in meeting its vision, mission, and strategic goals and priorities. The Marketing and Social Media Manager will assist with the development and implementation of Rescue Village's overall marketing and communications strategy. |

Revised: 11/5/2021

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- **Social Media:** Create, plan and execute social media campaigns. Maintain and continue to build a presence on all active social media platforms. Produce high quality social media content and campaigns that promote active engagement. Track and measure social media growth and engagement.
- **Content Development:** Continually identify, develop and create or write stories that convey Rescue Village's challenges and successes and fully capture who we are and what we do. Participate in brainstorming sessions about content ideas with the editorial team and maintain an ongoing story library for multi-platform use. Use approved and brand aligned content across all platform and tailored for each platform, be it web, social media, professional sites and/or fundraising pieces.
- **Website Content Development and Management:** Ensure the content on the Rescue Village website is up to date and aligns with the Rescue Village mission, brand and messaging styles. Actively utilize the website as a key communications and engagement tool using stories, facts, photographs and video.
- **Special Events:** Identify opportunities to grow publicity, awareness and participation for Rescue Village events through marketing and social media. Assist with scheduling journalists/media personnel for interviews with the Executive Director or appropriate staff as assigned. Work closely with Special Events Manager and External Affairs Director to create and schedule timely media campaigns. Assist with identifying and working with

graphic design contractors to create special event promotional material. Attend all special events and take photos/videos, including live FB feeds and follow-up postings on the website and social media. Create media kits and send press releases.

- **Media Relations:** Assist External Affairs Director with developing and maintaining positive relationships with local and regional media and keep an up-to-date media contact list. Send press releases regularly and identify opportunities for positive public relations. Assist with creating and maintaining fact sheets, draft talking points.
- **Brand Management:** Ensure brand guidelines are adhered to for all marketing and social media communications and activities. Assist with creating and reordering branded collateral as needed.
- **E-Newsletter and Direct Mail Content:** Create monthly E-Newsletters using Charity Engine that are informative and highlight Rescue Village's programs, services, events, fundraising campaigns and adoptions. Assist with creating content for quarterly print newsletters.
- **Research and Resources:** Identify best practices for nonprofit organizations and gather ideas. Provide insight related to marketing/communications that will support the organization in achieving its strategic goals. Identify and work with graphic design contractors, professional photographers, videographers, and other contractors as needed for larger projects.
- **Planning:** Work closely with the Editorial Team to create marketing plan(s) to support Rescue Village's strategic goals. Identify and execute opportunities to support and promote events, programs, services, and fundraising initiatives.

Other Duties:

- Edit and proofread Rescue Village materials from all departments as part of print approval / quality control process.
- Collect, evaluate and manage marketing KPI's
- Work effectively across the organization, participate on committees as assigned, and in group meetings.
- Work effectively with third-party vendors to achieve marketing and communications goals.
- Help External Affairs Director and Executive Director establish and enforce standard operating procedures for the creation, publication, and marketing of content across all platforms and for PR.
- Help Rescue Village spokespeople communicate effectively to media and the public
- Additional duties as assigned.

EXPERIENCE REQUIRED:

- Bachelor's degree, preferably in Marketing/Social Media, Communications or a related field
- Minimum 5 years of applicable experience
- Ability to prioritize a high volume of work and complete multiple projects and tasks on deadline
- Attention to detail and ability to write, edit and proofread content
- Excellent time management and organizational skills

- Mature professional attitude and appearance
- Self-motivation and openness to continued learning and honing of skills and knowledge
- Proficient in MS Office Suite
- Awareness of *APA, MLA or Chicago* styles is preferred
- Proficient in website management; experience working with CMS's
- Knowledge of social media and of what's trending for all major social media platforms. Familiarity with internet social media tools like Canva and Hootsuite a plus.
- Familiarity with the Adobe Creative Suite is a plus.
- Must be able to work with Rescue Village staff, volunteers, donors, and the public and have a passion for RV's mission.

Skills and Abilities Needed to Perform the Essential Functions of this Position:

- Professional, team player with a "can do" attitude who is willing to learn and to be flexible under sometimes stressful circumstances
- Ability to take direction and problem solve
- Excellent oral and written communication skills with outstanding attention to detail
- Organized with excellent time management skills; able to multitask effectively with an appropriate amount of independence
- Acquire and possess a thorough understanding of, and dedication to, animal welfare issues and policies of Rescue Village.
- Ability to work independently and confidently using superior discretion and judgment.
- Occasional weekend shift may be required
- Other duties as assigned by Director of External Affairs and/or Executive Director

This position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related duties required by their supervisor. This document does not create an employment contract implied or otherwise, other than an "at-will" relationship.

Please submit a cover letter, resume, three professional references, and a portfolio that includes at least five samples of relevant work: a writing sample and a proven marketing campaign to volunteer@rescuevillage.org. No phonecalls please.