

<b>Job Title</b>	<i>Director of Marketing</i>
<b>Reports To</b>	<i>President and CEO</i>

## **Job Purpose, Duties & Responsibilities**

***The Director of Marketing serves as the liaison between the President and CEO and the Marketing Team. This individual is responsible for managing the Marketing Department to ensure flawless execution of our organization’s strategic marketing plan as defined by the President and CEO. The Marketing Team is comprised of a Special Event Manager, Community Outreach Manager, Data and Website Manager and Marketing Communications Specialist. Additionally, the Director of Marketing is expected to:***

- Lead, develop and coach each member of our marketing team to ensure they are successful in their positions and work as a collaborative unit.
- Provide the marketing team the daily guidance and direction required to keep all marketing initiatives on track including any training they may need.
- Get in the trenches with our marketing team as needed supporting any marketing functions required to ensure the overall success of our marketing and fundraising events and programs.
- Maintain marketing staff by working with our Human Resources Manager to recruit, interview and train new hires as needed.
- Work with the President & CEO to identify opportunities to improve existing events, fundraising initiatives, and programs.
- Identify, research and propose new fundraising initiatives and marketing programs to the President & CEO you feel are in alignment with our strategic marketing plan and mission.
- Oversee the execution of our marketing events and fundraisers ensuring all deliverables required to effectively promote/advertise are met (e.g., event website, collateral/creative, direct mail), sponsor/vendor benefits are fulfilled and revenue/expense goals are met.
- Develop and oversee the implementation of a corporate communications plan including social media, e-communications, direct mail, website and press releases ensuring our branding and messaging is cohesive
- Oversee creative process, development and approval of marketing collateral and merchandise.
- Assist in the development and implementation of an e-commerce module for our website.
- Oversee the successful execution, internal and external communication of our pet adoption events and monthly promotions.
- Work with our team to develop marketing communication and outreach strategies to help our hard-to-place or urgent pets find homes (e.g. video, unique photos, media outreach, targeted email.)
- Oversee our Community Outreach Programs including but not limited to Corporate Sponsor Program, Pets Healing Vets, Survivor Program, Membership Program, PAWS Program and Youth Education.
- Develop and maintain positive relationships with our corporate sponsors and marketing vendors.
- Assist with identifying and procuring new monetary and in-kind sponsors.
- Oversee donor database management, reporting, list generation and marketing analytics.
- Oversee the grant writing process and ensure grant deadlines and requirements are met.
- Oversee grassroots and corporate partner fundraising programs of which we are the beneficiary.
- Assist with budgeting and ensure revenue and expense goals are met.
- Support the President & CEO as needed.

## Qualifications

- Passionately embrace our No-Kill Philosophy and be driven by our life-saving efforts
- Experience managing and keeping a team with multiple deliverables on task in a high stress environment
- Proven track record of developing and successfully executing grass roots marketing/guerilla marketing initiatives, programs and campaigns
- Experience working with diverse teams and successfully navigating relationships with diplomacy
- Willingness to jump into the trenches and lead by example
- Thrive in a fast paced, non-traditional work environment where you are surrounded by the distractions of animal sounds, smells and their respective allergens
- Excel in a not-for-profit work environment where resources are often limited and no one has a secretary—be creative and self-sufficient
- Adapt quickly to change and problem solve through the expected and unexpected
- Flexible to work in and out of office environment
- Flexible to work some nights and weekends
- Excellent communicator, both written and verbal. Experienced and comfortable speaking in a group setting or in a media interview
- Proficient in Microsoft Office (Excel, Word, PowerPoint) and Google Docs
- Experience using a CRM (Salesforce) as well as web-based e-communication platforms (Constant Contact)
- Proven and successful track record securing sponsorship (both monetary and in-kind)
- Strategic understanding of using social media platforms—Facebook, Instagram and Twitter—as a powerful marketing tool
- Proven and successful track record with planning/overseeing large events and fundraisers (400 attendees+)
- Account/relationship management experience
- A degree in business, marketing or other related area of focus is required
- Be able to lift a minimum of 25lbs without health risk