

Job Title	<i>Community Engagement Manager</i>
Reports To	<i>Development Director</i>
Starting Salary	<i>\$40,000 to \$45,000</i>

Job Purpose, Duties & Responsibilities

Community Engagement Manager will maximize opportunities with grassroots fundraising, community engagement, youth involvement and education. The person will also be responsible for overseeing relationships with local media outlets, pitch stories, draft communication plans and, has demonstrated experience in the following:

COMMUNITY OUTREACH (50%):

- Serve as the point of contact for programming and events such as those in the scope of local libraries and community organizations.
- Manage grassroots fundraising initiatives within the local business community.
- Serve as the point of contact for school inquiries about pet education programming.
- Present pet education at area schools and choose appropriate curriculum topics.
- Coordinate school-organized fundraising initiatives.
- Oversee donation drives and special initiatives (birthday, neighborhood fundraisers.)
- Serve as the point of contact for youth inquiries regarding school projects, papers and other pet-related projects.

COMMUNICATIONS (30%):

- Cultivates and maintains ongoing relationships with local media outlets to increase public awareness and a positive image for HSHC.
- Utilize creative writing in a variety of communications.
- Act as spokesperson for the organization as assigned as well as connect approved staff to media requests.
- Monitor trends in animal welfare, be knowledgeable on important issues as well as understand and communicate technical subjects in a clear, concise and engaging manner.
- Support leadership with crisis communication.
- Assists Marketing and Communications Manager in social media and digital email efforts.
- Drafts and/or executes communication plans for departments in marketing, operations and medical.
- Develop communications pertaining to peer-to-peer fundraising/crowd funding initiatives for events and campaigns.

ADDITIONAL DUTIES (20%):

- Track and monitor deliverables.
- Enter and compile data using CRMs, Excel, etc.
- Develops and maintains professional relationships with internal employees to ensure prompt, complete and time sensitive responses to requests for information.
- Works with volunteers and assigns duties.
- General support of HSHC large fundraising events; Wine, Wags & Whiskers, Woofstock, and Tinsel & Tails.
- Support team with physical set-up and tear-down of events.
- Other duties as assigned.

Qualifications, Applicants must:

Philosophically

- Embrace our No-Kill Philosophy.
- Embrace and foster a positive, “whatever it takes” culture throughout the organization.

Minimum Requirements

- Highly proficient using a computer including experience using Google Workspace, Microsoft Office, email, and entering/searching for information in data management software such as Salesforce, Constant Contact, Excel, or another equivalent database.
- Experience in developing communication strategies and campaigns.
- Experience talking to the media via in-person/studio, Zoom, and written word.
- Excellent listening, verbal, and written communication skills (both technical and creative).
- Conceives, drafts, proofreads and edits written materials quickly.
- Be a self-starter with problem-solving skills, initiative and attention to detail.
- Prioritize tasks, manages time to ensure deadlines are met and adapt well to change.
- Effective communicator both written and verbal, including public speaking skills and creative writing skills crafting compelling messaging.
- Must have experience and enjoy presenting information to others in a group setting including a variety of audiences from children to adults.
- Ability to develop strong internal partnerships and work cross-functionally.
- Physical strength and ability to lift and carry a pet or other object weighing up to 50 lbs. without assistance.
- Strong work ethic with eagerness to learn.
- Be flexible some nights and weekends.
- Thrive in a fast-paced environment where you are surrounded by the distractions of animal sounds, smells, and their respective allergens. Comfortable handling animals.
- 2-4 years of relevant experience and/or in combination with a Bachelor’s Degree in communications or related field.
- Valid Indiana driver’s license, with reliable and insured transportation.

Preferred Skills/Other

- Canva, Wrike, Word Press and graphic design experience a plus.
- Photograph and/or videography experience a plus.
- Knowledge of Google Ads, Facebook ads, and Google Analytics a plus.
- Articulate on camera, both live and pre-recorded.

I have read the above job description. I agree that I understand and can perform all duties outlined in the above description.

Employee Signature

Date

Supervisor Signature

Date