

Aggieland Humane Society - Job Description

Communications Coordinator

Reports to: Development Director

Non-Exempt/Exempt: Exempt

SUMMARY: Responsible for branding and professional appearance and effectiveness of all communications, media, social media, brochures, newsletters, presentations, and event promotions. Marketing of mission, programs and events. Maintain smooth functioning of basic office duties.

GENERAL DUTIES:

- Upholds the Base Code of Conduct of the Aggieland Humane Society at all times.
- Update and maintain website and social media platforms used by the agency.
- Send email communications and press releases as well as other printed communications.
- Support Development and other agency departments through various media.
- Collaborate in marketing and branding of agency.
- Use and update data of donors, media, and veterinarians as needed in various agency databases.
- Proposes and implements ideas for website features, promotions, organization of content and the integration of digital content across platforms.
- Write, edit, design and produce invitations, advertisements, flyers, newsletters, reports and other documents as assigned.
- Write, edit, design and produce content for promoting special events and programs.
- Assists in preparing presentations and displays.
- Basic use of data bases used in the agency.
- Be able to speak on live or recorded, radio or TV spots while interacting with a pet.
- Be aware of trends in animal sheltering/welfare, especially those that affect the agency.
- Train and manage Communications Interns
- Be knowledgeable and supportive of the agency programs.
- Regularly reviews digital analytics to track and understand online user traffic, increase web use for individuals seeking answers to their questions or solutions to their problems, new opportunities and methods to maximize fundraising, awareness and effectiveness of programs.
- Provides continual optimization of content, search terms and keywords
- Provides reports or data in relation to various communications
- Other duties as assigned.

EDUCATION/EXPERIENCE:

- Bachelors in marketing, communications, or other related field.
- One year or more of communications and or marketing.

SKILLS/ABILITIES:

- Graphic design capabilities (Adobe Creative Cloud)
- Excellent oral and written communication skills.
- Ability to utilize word processing, website content management systems (WordPress preferred), spreadsheet and database programs.
- Ability to handle loud noises and strong odors and work with animals.
- Work in a fast paced and changing environment.
- Ability to be ACO Basic Certified within 12 months.



Development/Marketing Department

Employment Application

Date of Application _____

Name _____ Telephone #: (____) _____
(last) (first) (mi)

Email Address _____

Local Address _____

Permanent Address _____

Are you over the age of 18? _____ I am available for Part Time _____ Full Time _____

Position Applied for: ___ Customer Service ___ Care Tech Other: _____

Work Experience

A. Employed from _____ to _____ Job Title _____
Employer Name _____ Telephone # (____) _____
Address _____
Name & Title of Immediate Supervisor _____
Duties _____ Reasons for Leaving _____

B. Employed from _____ to _____ Job Title _____
Employer Name _____ Telephone # (____) _____
Address _____
Name & Title of Immediate Supervisor _____
Duties _____ Reasons for Leaving _____

C. Employed from _____ to _____ Job Title _____
Employer Name _____ Telephone # (____) _____
Address _____
Name & Title of Immediate Supervisor _____
Duties _____ Reasons for Leaving _____

Education

Did you graduate from high school? Yes No Last Grade Completed _____

Do you have a G.E.D. certificate? Yes No

College/University/ Technical School _____ Grad Date _____ Major _____

Graduate School _____ Graduation Date _____

Course of Study _____

Personal Data

Have you previously been employed by or volunteered at Aggieland Humane Society or any other animal welfare organization? Yes No

If "yes", in what capacity? Please describe with dates of service: _____

Are you related to any person now in the employment of Aggieland Humane Society?

Yes No If yes, whom? _____ Relationship: _____

Have you ever been convicted of any crime other than minor traffic violations? Yes No

If "yes", please explain _____

(NOTE: A conviction record will not necessarily bar employment. Factors such as age and time of offense, seriousness, nature of violation and rehabilitation will be taken into account.)

Licenses/Skills

Licenses/Certifications _____

Office Equipment Operated _____

Heavy Equipment Operated _____

Other Skills/Languages/Training _____

I certify that the information contained in this application is correct to the best of my knowledge. I understand that the information given by me on this application may be investigated with my full permission and that any misrepresentation is cause for refusal to hire, or if hired, dismissal from employment.

I have read the job description for the position for which I am applying and certify that I can perform all aspects of the position as required by the Shelter.

I further understand that any employment will be at the continuing discretion of the department heads and supervisors concerned, subject to the approval of the Executive Director and that this application is the property of Aggieland Humane Society and will become a part of my personnel file if I am accepted into the position.

Signature _____

Date _____

Please describe your experiences with the following:

1. General marketing experience _____

2. Marketing campaigns in which you have been involved _____

3. What software have you used related to marketing?

4. Do you have experience dealing with the public directly and/or over the telephone? Please describe.

5. Describe two irate donor or customer situations in which you have been involved and how you diffused the situation?

6. What supervisory responsibilities have you had? _____

7. Describe how you feel about euthanasia and how you cope with it _____

8. Why do you wish to work for Aggieland Humane Society? _____

