



## Job Description

**TITLE: Marketing Coordinator for JVA**

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**FLSA:** Non-Exempt (hourly)

**REVISED:** April 1, 2017

**REPORTS TO:** Marketing Director

**SUPERVISES:** None

### Position Summary:

The Animal Foundation is seeking an optimistic, smart, creative, witty, experienced, and ultra-organized Marketing Coordinator who is as passionate as we are about our mission and developing our social platforms into full blown media channels that drive action among adopters, volunteers, donors, clinic and program clients, and the community at large.

### Essential Duties and Responsibilities:

- Working with team leaders, create overall content strategy, and execute that strategy
- Create and maintain a detailed monthly content calendar for all social media channels
- Create compelling digital content (copywriting and image sourcing) for all social channels (Facebook, Twitter, Instagram, blog, and YouTube to be added) that builds meaningful engagement and encourages community members to take action
- Manage day-to-day activities related to social media. This includes monitoring, tagging and analysis of social media conversations across various platforms, maintenance of our brands' social media sites and reputation management
- Reply to social media questions and comments in a timely manner. Work with all teams to provide authentic and helpful responses
- Identify and engage influencers and brand advocates to build loyalty and affinity to further enhance brand communication to unconverted constituents
- Create, monitor, and optimize online PPC (including retargeting) and Facebook ad campaigns
- Collaborate with team leaders to both accurately forecast and craft the right social cross-network promotions and campaigns and track their success.
- Identify, monitor, measure and report on key analytics, shifting strategies and tactics to align with nonprofit, animal welfare, and audience trends
- Provide data-driven recommendations for optimization and improvements to hit monthly kpi's
- Stay current and forward thinking on new social media tools (e.g. Boomerang, Hyperlapse, Cinemagraph) and platforms, best practices and use within the competitive landscape

### Requirements

- Bachelor's degree or equivalent work experience
- A creative disposition; this is first and foremost a creative job
- Excellent writing skills and strong grasp of the visual web.



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- At least 3-4 years of experience in online and social media marketing and analytics, including blogging, Facebook, Twitter, Instagram and YouTube with a track record of success building online audiences and engagement.
- Detail-oriented with strong analytical skills to measure, report on, and extract meaning and action items from social media and online advertising data to expand success, not just report metrics
- Be able to manage multiple tasks simultaneously under deadline and thrive in a fast-paced, team-based environment
- Ability to recommend and initiate work and projects with minimal direction
- A passionate, can-do attitude, quick learner, flexibility/ability to wear many hats
- Strong knowledge of entire Microsoft Office Suite, Hootsuite, Later or other Instagram scheduling tool (MailChimp, WordPress, BaseCamp a plus, but can be easily learned)
- Photography, videography and editing skills, proficiency in Adobe Suite a big plus
- Compassion and a high comfort level working with and around animals
- Job may require occasionally working at night or on weekends
- Please be able to provide writing samples and links to social media accounts you have managed upon request

All employees work in a culture of continuous improvement and are expected to support our mission. Employees must be able to clearly articulate our goals, actively participate in outstanding customer service, and accept responsibility for maintaining our culture of philanthropy.

This job description is intended to describe the general nature and level of work expected of this position. This description is not intended to be construed as an exhaustive listing or description of all responsibilities, duties and skills required of incumbents in the job.

If you meet the minimum qualifications for education and/or experience described above, you are encouraged to fill out an online application. For unpaid or volunteer opportunities, please visit our website.

This job is open until filled. After it's filled, we may continue to accept applications, to establish a list for future vacancies.

### **Pay and Benefits:**

Fair pay and good benefits, including employer contribution to health insurance, and paid time off for full time employees. All jobs are regular full time, unless noted otherwise. Our Summary of Benefits may be found [here](#). Additional benefits are available for certain positions.



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#### **About Us:**

The Animal Foundation is a private, non-profit agency dedicated to making a difference in the lives of animals in the Las Vegas Valley. To promote the humane treatment of animals, The Animal Foundation operates Nevada's largest open-admission shelter (Lied Animal Shelter), taking in approximately 30,000 lost, unwanted and abandoned pets every year. Additionally, the Foundation offers adoption services, lost and found services, volunteer and foster opportunities, and low-cost spay and neuter and vaccination



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clinics. To learn more about The Animal Foundation, the jobs available, and an online application form, visit [animalfoundation.com/employment](http://animalfoundation.com/employment).

We envision a humane and compassionate community for all animals. Our mission is save the lives of all healthy and treatable animals in the Las Vegas Valley.