

Aggieland Humane Society - Job Description Communication 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.