

Aggieland Humane Society
Marketing & Development Associate

REPORTS TO: Development Director

EXEMPT/NON-EXEMPT: Non-exempt

SUMMARY: Assist the Development Director in all facets of marketing and donor development at Aggieland Humane Society. Including donor data entry and management, thanking donors appropriately and timely, planning and implementing donor and outreach events, developing relationships with donors and sharing opportunities to make a difference for lost and homeless pets at Aggieland Humane Society.

GENERAL DUTIES:

- Upholds the Base Code of Conduct of the Aggieland Humane Society at all times
- Answer phones, respond to emails, and manage questions from donors in a timely manner
- Maintain donor database in accordance with organization standards
- Prompt gift entry and subsequent generation of donor acknowledgments
- Assist in agency/donor events/tours - planning, implementation, & necessary data entry
- Help in preparing and creating presentations and displays
- Support in identifying and cultivating individuals who believe in Aggieland Humane mission
- Collaborate in marketing and branding of the agency
- Assist in writing, editing, designing, and producing invitations, advertisements, flyers, newsletters, reports, and other documents as assigned
- Propose ideas for website features, promotions, organization of content, and the integration of digital content across platforms
- Be aware of trends in animal sheltering/welfare, especially those that affect the agency
- Create content for posting through social media or email marketing channels as assigned
- Distribute marketing collateral in the community
- Oversee all elements of peer-to-peer fundraising efforts

EDUCATION/EXPERIENCE:

- High school diploma required; BS and BA preferred
- Development/fundraising/marketing/non-profit experience preferred
- Experience with Excel and Microsoft Word
- Previous donor relationship management software experience preferred

SKILLS/ABILITIES:

- Professional demeanor and good communication skills with the ability to work well with others in a fast-paced environment to ensure smooth functioning and a positive public image of the Aggieland Humane Society with a heavy emphasis on customer service
- Demonstrate strong organizational skills (record keeping, time management, follow-up, etc.)
- Exceptional verbal and written communication skills; interpersonal skills
- Ability to work in a collaborative team environment

- Excellent attention to detail and sense of urgency, ability to prioritize with an emphasis on quality and accuracy of work
- Strong analytical, problem-solving, and reasoning ability
- Ability to take direction, follow instructions accurately, and accept constructive criticism
- Must gain proficiency in donor software/Little Green Light and PetPoint Software, including generation of reports
- Familiarity with social media, email marketing, and website management platforms
- Ability to handle stress associated with euthanasia of animals, loud noises, and strong odors
- Must be able to work in areas with dogs and cats