



## Job Description

**POSITION:** Communications and Marketing Manager

**DEPT:** Resource Development

Reports to: Vice President and CFO

Status: Full-time, Exempt

Updated: July 2017

### JOB SUMMARY

The Communications & Marketing Manager will set and guide the strategy for all communications, marketing, and public relations messages and collateral to consistently articulate the Virginia Beach SPCA's mission in order to increase public awareness, giving, and revenue streams.

Performs in this position in accordance with the organization's expectations for animal care, teamwork and interpersonal relations, and actively contributes to improving service delivery, communication and consistency.

### RESPONSIBILITIES

Under the direction of the Vice President & CFO and in collaboration with the development team and Alpha Dog Marketing:

- Develop, implement, and evaluate an annual communications and marketing plan and budget.
- Develop and manage a robust marketing strategy for the organization as a whole which may include PSA campaigns, event advertisements, and general advertisements for the shelter, Pet Supplies & Adoption Center, Happy Paws Training Center, humane education, and wildlife programs.
- Develop and manage online content that engages audience segments and leads to measurable action. Ensure that new and consistent information is posted on website regularly.
- Work with the Marketing Coordinator to implement and maintain a dynamic social media strategy using Facebook, Instagram, Twitter and other social media platforms.
- Manage process for photographing and promoting adoptable animals in a timely and effective manner. Work with the Volunteer & Community Relations Coordinator to:
  - Train and schedule volunteers and staff to photograph adoptable animals.
  - Train volunteers and staff to write engaging descriptions for adoptable animals.
- Manage Google Grants and develop a strategy for Search Engine Optimization.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, press releases, newsletters, brochures, e-newsletters, flyers, adoption promotions, and other materials designed to achieve marketing and fundraising goals.
- Develop and maintain strong media contacts to implement the agency's public relations strategy.
  - Send finalized press releases
  - Be the primary contact for press
  - Coordinate press coverage, spokesperson interviews and logistics
  - Pitch VBSPCA success stories to the media
- Perform other duties as necessary to help development team meet annual goals.

## **KNOWLEDGE AND SKILL REQUIREMENTS**

- Bachelor's Degree required
- Minimum 3-years experience in communications and marketing
- Experience with website management, social media and traditional marketing required
- Superior skills in Word, Excel, and Google applications
- Demonstrated passion for and commitment to the VBSPCA's mission
- Ability to relate to all levels of highly diverse constituents
- Detail-oriented with exceptional initiative and follow through; ability to work independently and handle multiple tasks concurrently in a fast-paced environment
- Exceptional interpersonal, oral and written communication skills
- Team player and all hands on deck attitude, willing to pitch in where needed
- Ability to maintain confidentiality and empathy
- Valid driver's license

## **PHYSICAL REQUIREMENTS/WORKING CONDITIONS**

- Ability to be around animals and wildlife
- Ability to lift a minimum of 25 lbs
- Ability to sit, talk, hear, stand, walk, use hands and fingers, handle or operate objects, reach with hands and arms, climb and balance, stoop, kneel, crouch and crawl
- Ability to handle stress
- Ability to use a computer and other standard office equipment
- Must be able to move throughout the building as needed throughout the day
- Must be able to work flexible hours, including evenings and weekends, in a fast –paced setting

**To apply, please submit cover letter, resume, and professional references to [Lacy.Kuller@vbspca.com](mailto:Lacy.Kuller@vbspca.com)**