



Job Description

Job Title: Marketing & Communications Manager

FLSA Status: Full-Time, Non-Exempt

Date Effective: June 2022

Position Summary

Manages Longmont Humane Society's (LHS) marketing and communications to promote and engage the community in our mission and vision. This position reports to the Deputy Director.

This position allows for the opportunity to work remotely two days per week.

Essential Duties and Responsibilities

- Creates and manages marketing and communications plan for organizational activities
- Oversees and executes marketing efforts including print and social media, email marketing, newsletters and annual report design and distribution
- Oversees creation and distribution of print materials such as press releases, print advertising, promotional posters/flyers, and memorial tiles
- Manages LHS website content to include adding/removing and training new users
- Oversees LHS website functionality including renewal of domain name and security certificates. Works with IT support vendor to troubleshoot functionality issues.
- Coordinates and manages crowd-funding campaigns
- Manages volunteers that support the functions of marketing and communications
- Contributes to the creation of the annual administrative budget

Job Qualifications

Education and Experience:

- Bachelor's degree or equivalent, plus minimum of 3 years' experience in marketing
- Demonstrated success in goal and priority setting
- Knowledge of teaching methods to accommodate audiences' varied learning processes.
- Demonstrated interpersonal relationship skills to include managing volunteers and building alliances with vendors and volunteers

Knowledge, Skills, and Abilities:

- Demonstrated excellent verbal and written communication skills, including excellent interpersonal communication and phone speaking skills
- Outstanding customer service skills
- Proficiency with Microsoft Office, including Microsoft Excel and Word
- Excellent organizational and time-management skills; ability to meet deadlines; ability to set and accomplish work in order of priority; professionally maintain composure and effectiveness under pressure and changing conditions
- Ability to think critically

- Ability to work a flexible schedule

Working Conditions:

- Office and animal shelter environment
- Potential exposure to high noise levels and zoonotic diseases
- Occasional lifting of up to 50 pounds
- Frequent use of computer and telephone