



Job Description

Job Title: Marketing Coordinator

FLSA Status: Full time, Exempt

Date Effective: March 10, 2023

Position Summary

The Marketing Coordinator is responsible for planning, development, and implementation of all Longmont Humane Society's (LHS) marketing and communications activities.

We're searching for a highly qualified marketing coordinator who can contribute to existing programs while assisting with the development of new initiatives aligned with LHS' goals. The ideal candidate will have experience in a wide range of marketing functions, including communications, advertising, branding, digital, and social media.

This position reports to the Deputy Director.

Essential Duties and Responsibilities

Marketing

- Coordinates marketing and communications plan for organizational activities including print and social media, email marketing, newsletters, and annual report.
- Create, maintain and strengthen the organization's overall brand through all media avenues.
- Assists with the creation and distribution of print materials such as press releases, print advertising, promotional posters/flyers, and memorial tiles.
- Keeps promotional materials ready by coordinating requirements across LHS, inventorying stock, placing orders, and verifying receipt.
- Prepare marketing activity reports and metrics for program success.
- Works collaboratively with the development department to create and implement a strategic development plan.
- 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.
- Monitors budgets by comparing and analyzing actual results with plans and forecasts.
- Other duties as assigned.

Job Qualifications

Education and Experience:

- Minimum of 3 years' experience in non-profit marketing (animal sheltering marketing a plus).
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns.
- Highly creative with experience in identifying target audiences and devising campaigns that engage, inform, and motivate.
- Solid knowledge of website and marketing analytics tools.
- Working knowledge of ad serving tools.
- Experience with DonorPerfect or an equivalent fund development database; ability to learn new software as necessary.
- Working knowledge of HTML, CSS, and JavaScript development and constraints a plus.

Knowledge, Skills and Abilities:

- Excellent communication skills, adept at communicating through multiple media platforms (website, e-marketing, social media, brochures, newsletters, annual report, video, etc.).
- Proficiency with Microsoft Office, including Outlook, Word, and Excel.
- Video editing knowledge a plus.
- Excellent organizational and time-management skills; ability to set priorities and meet deadlines; ability to set and accomplish work in order of priority.
- Ability to maintain confidentiality and to use discretion.

Working Conditions:

- Office and animal shelter environment
- Potential exposure to high noise levels and zoonotic diseases
- Exposure to all weather conditions when working at outdoor events
- Occasional lifting of up to 50 pounds
- Frequent use of computer and telephone
- May be required to work after hours and/or on weekends