Marketing and Community Outreach Program Manager

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Marketing and Community Outreach Program Manager</th>
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<tbody>
<tr>
<td>Department:</td>
<td>Community Relations</td>
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<tr>
<td>Job Classification:</td>
<td>Full-time; Salaried, Exempt Position</td>
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<td>Job Relationships:</td>
<td>Reports to Director of Development and Community Relations Supervises volunteers</td>
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The Marketing and Community Outreach Program Manager is responsible for the development, oversight and implementation of Larimer Humane Society’s marketing, public relations and advertising efforts. The Marketing and Community Outreach Program Manager also engages in the research, planning, implementation, and evaluation of all community outreach activities necessary to build awareness of Larimer Humane Society’s mission, vision, programs, services and achievements in the community.

**Essential Duties and Responsibilities - Marketing, Public Relations and Advertising**

- Develops, implements and drives the success of long-range and annual marketing and communications initiatives ensuring increased visibility and consistent branding for Larimer Humane Society with the public, donors, clients, media, and other key constituencies;
- Provides project planning and management for annual multichannel marketing plan, as well as campaign-specific marketing plans, including but not limited to campaigns promoting special events, adoptions, awareness, and other strategic efforts, involving necessary organizational staff and stakeholders;
- Provides and oversees the development and production of all written and electronic collateral and marketing communications for both the organization and media partners, including but not limited to: website (serves as webmaster), electronic, print, and social media, applying cross-channel marketing wherever possible;
- Establishes and maintains media relationships, including but not limited to radio, television, print, and internet publications and outlets; maintains media distribution lists; invites media participation in events; recruits media personalities for special events;
- Writes and distributes press releases, media advisories, event notifications/updates, and weekly/monthly column content;
- Serves as primary media spokesperson and/or prepares senior management for media interface as appropriate; identifies strategic opportunities for subject matter expert involvement. Represents Larimer Humane Society at public and professional meetings and events; routinely handles public speaking engagements and presentations;
- Creates and monitors annual plan and budget for marketing and community outreach initiatives;
- Produces organizational signage, handouts, newsletters, reports, video, electronic, and other collateral in accordance with brand standards, pursuant to organizational communications needs;
- Trains, supervises and schedules volunteers for participation in marketing, public relations and advertising activities; responsible for retention and appreciation of volunteers;
- Maintains statistical tracking; provides weekly, monthly, annual and periodic reporting of all marketing, public relations and advertising activities and media mentions;
- Works with the senior and shelter staff to plan and implement communications in conjunction with services, campaigns, and strategic and emergency messaging;
- Manages vendors providing graphic design, video production, ad buying, PR strategy, media monitoring, and other services as needed.
- Serves as a member of the Society’s emergency team and is available after-hours and weekends for situations involving media or other communication needs.
● Creates engagement strategy and editorial planning for the organization's social media accounts. This includes content procurement, creation and placement; tracking of metrics; and monitoring of and response to comments and inquiries;
● Monitors community and industry-specific messaging trending in conventional and social media, notifying senior staff team of opportunities and threats, and incorporating into marketing strategy as appropriate;
● Supports overall strategic management of email marketing efforts in support of optimized subscriber engagement. This includes list segmentation; draft, layout and deployment of weekly e-newsletters and other email communications as needed.

Essential Duties and Responsibilities - Community Outreach
● Ensures Larimer Humane Society is represented in professional manner to the public at all times;
● Schedules and implements community outreach activities that ensure high visibility, brand recognition and regular exposure of Larimer Humane Society in the community;
● Coordinates participation in community events and offsite adoption promotions;
● Trains, supervises, and schedules volunteers for participation in Community Outreach programs; responsible for retention and appreciation;
● Assists with the planning and implementation of organization sanctioned events; coordinating adoptable animals and special guests, and other event duties as assigned;
● Maintains statistical tracking; provides monthly, annual and periodic reporting of all community outreach activities.

Other Duties/Responsibilities:
● Builds trust, values others, communicates effectively, drives execution, fosters innovation, focus’ on the customer, collaborates with others, solves problems creatively and demonstrates high integrity;
● Maintains professional internal and external relationships that meet company core values;
● Proactively establishes and maintains effective working team relationships with all departments;
● Serves as backup to Volunteer and Humane Education Coordinator as needed;
● Handles Shelter companion animals as required;
● As applicable, maintains internship program information and records for position area as required;
● Oversees use and maintenance of community outreach vehicle;
● Models our Standards of Professional Conduct at all times and consistently meets punctuality and attendance expectations;
● Other duties as assigned.

Job Qualifications:
Education/Experience: Minimum of bachelor’s degree or equivalent work experience in marketing and community outreach; minimum two years professional experience with public relations, promotions and community programs; minimum two years of proven audience-focused persuasive and informational writing experience. One year media relations experience. Website and social media program management required. Media spokesperson experience preferred. Experience producing visual media a plus as is experience with donor and emergency communications. Non-profit development and/or communications experience desired.

Knowledge/Skills/Abilities: Proven and effective verbal, written and interpersonal communication skills; confident public speaker; proficient in managing websites and social media; skilled in producing electronic and print newsletters; skilled in graphic design, photography, video and audio production using current standards and programs. Exemplary writing skills, including proficiency in writing mechanics; demonstrated abilities to write for a variety of media and audiences - including social media, newsletters, press releases, web content, direct client communications, donor-centric communications, and others. Ability to develop and deliver audience-targeted presentations; exemplary organizational, project and vendor management skills; exemplary teamwork skills; proven ability to successfully interact with diverse populations including all age groups; ability to consistently use sound judgment when dealing with media, volunteers, donors, clients, staff, animal-related concerns and confidential information. Ability to plan and implement successful outreach events and programs required. Knowledge of northern Colorado media and business community preferred. Knowledge of animal breed,
behavior and handling is helpful as is knowledge of animal welfare related issues. Ability to work a flexible schedule with regular weekend and evening shifts required. Must have emotional intelligence, work ethics and integrity skills.

**Working Conditions:**

**Work Environment:** Open cubicle/office space. Exposure to animals; potential exposure to zoonotic diseases, animal bites and scratches; exposure to high noise levels when in kennels; work may be performed outdoors with exposure to all weather conditions.

**Physical Activities:** Driving, standing, walking, talking and keyboarding for eight hours or more a day; bending, squatting, walking a dog on a leash; frequent lifting and carrying of up to 35 pounds unassisted; lifting and/or carrying up to 100 pounds with assistance.

**Other:** Must be at least 21 years of age (required for insurance purposes); Valid Colorado Driver’s License and insurable driving record. Able to work a flexible schedule including evenings and weekends as required.

Larimer Humane Society conducts criminal background checks, DMV checks and requires drug testing of all employment candidates.

Special Note: During the current pandemic, time in the office will be on an as-needed basis with a minimum of one day per week. Work at home requirements include a personal computer with secure and reliable internet connection.