

# MONROE COUNTY HUMANE ASSOCIATION

CLINIC • EDUCATION • OUTREACH

## Marketing & Events Coordinator

Serving Monroe County since 1956, the Monroe County Humane Association (MCHA) is a 501c3 charitable organization dedicated to promoting the welfare of companion animals, strengthening the human-animal bond, and providing access to veterinary care and humane education across the community.

**About the Position:** Part-Time, Non-Exempt, Up to 30 hours per week

### **Position Summary:**

The Marketing Coordinator position entails creating and managing content for the MCHA e-newsletter, social media platforms, and website, including article drafting, layout, and updates. The Marketing Coordinator will also be responsible for developing and editing a range of marketing materials, creating press releases, overseeing online directories, and monitoring social media analytics. Additionally, the role involves significant involvement in event coordination, including setup, oversight, and representation of MCHA values at various events. The position also supports fundraising efforts as needed. The position reports to the Development Director.

### **Essential Position Duties & Responsibilities**

#### **1) Communications/Marketing**

- a. Identifies and implements new opportunities for communicating MCHA messages to target audiences.
- b. Write and edit press releases, articles, and other communication materials.
- c. Maintain and update all media and marketing lists.
- d. Create engaging content for social media and manage social media accounts
- e. Creates, produces and distributes print and digital marketing materials. Maintains brand standards in all messaging, in all channels.
- f. Responsible for the scheduling, implementation and management of photography as well as audio and video recording of events and programs to promote MCHA.
- g. Updates MCHA website via WordPress content management system and ensures it is up-to-date and accurate.
- h. Report and share website and social media analytics (Google, Facebook, Instagram, YouTube, Constant Contact and others)

#### **2) Special Events**

- a. Set up, oversee, and tear down various MCHA events and fundraising activities.
- b. Serve as a representative of MCHA in various private and public events, promoting awareness and the MCHA values, mission and its commitment to the community.
- c. Seek opportunities to promote the organization at community events.
- d. Manage online registrations/RSVP lists for events.
- e. Assist the Development Director and Development Committee in executing Tails on the Town and Run for the Animals.

### 3) Development

- a. Assist the Development Director and Development Committee as needed for fundraising efforts.
- b. Seek and organize in-kind donation events (i.e. holiday drive) and work with volunteer coordinator to attract volunteers to manage pickups, sorting, etc.

### 4) Support

- a. Assist the clinic front desk team as needed to assist customers, donors, and volunteers.
- b. Assume a forward-thinking and responsible role in spearheading any additional initiatives as identified and delegated by the Executive Director, ensuring these projects align with organizational goals and are executed to the highest standard.

### Qualifications

- Proficiency in document creation, records management, and maintaining data integrity and accuracy.
- Excellent public relation skills, strong written and oral communication.
- Interpersonal relationship skills to include building alliances with both individuals and community organizations.
- Adequate judgment and self-confidence to handle questions and issues from the public
- Self-starter with problem-solving skills who is able to work independently and as a team.
- Ability to multitask, prioritize and organize tasks.
- Professional in appearance and behavior.
- Punctual and able to remain professional under stress.

### Education and/or Experience

Bachelor's degree from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

### Software Knowledge

To perform this job successfully, an individual should have knowledge and experience with: Database Software (preferably DonorPerfect); Internet Software; Spreadsheet Software (Excel); Design Software (Adobe InDesign); WordPress; Word Processing Software (Word); Electronic Mail Software (Outlook); Presentation Software (PowerPoint); Video Editing (Premiere Pro or Final Cut Pro); Photoshop; and Publisher software.

*Equal Opportunity Employer: MCHA is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.*

*The information in this position description indicates the general nature and level of work to be performed. It is not designed to be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of associates assigned to this job. Management reserves the right to revise the job description or require that other tasks be performed when the circumstances of the job change (for example, emergencies, change in personnel, workload, or technical development)*

*All employees are responsible for observing safety and security procedures as applicable and reporting potentially unsafe conditions to management.*