

MONROE COUNTY HUMANE ASSOCIATION

CLINIC • EDUCATION • OUTREACH

Marketing & Development Coordinator

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

About the Position: Up to 30 Hours Per Week, Future Potential for 40 Hours Per Week, Onsite at 791 South Fieldstone Blvd, 47403

Position Summary:

The Marketing and Development Coordinator supports MCHA's communications, fundraising, donor engagement, and community awareness efforts. This position helps tell MCHA's story, strengthen donor relationships, expand community support, and increase resources that help keep pets healthy, fed, and with the families who love them.

The Marketing and Development Coordinator serves as a bridge between MCHA's mission and the community by creating compelling content, coordinating donor communications, supporting fundraising initiatives, and increasing awareness of MCHA's programs and impact.

This position works closely with the Executive Director, staff, volunteers, donors, sponsors, community partners, and the Events and Volunteer Coordinator to ensure MCHA's communications and fundraising efforts are consistent, organized, and mission-focused.

Essential Position Duties & Responsibilities

1) Marketing and Communications

- a. Manage MCHA's social media platforms and maintain a consistent content calendar.
- b. Create graphics, videos, photography, and written content for digital and print use.
- c. Maintain and update MCHA website content to ensure information is accurate, current, and accessible.
- d. Design newsletters, flyers, brochures, annual reports, impact updates, campaign materials, and other marketing pieces.
- e. Write press releases, newsletters, articles, donor stories, program updates, and other communication materials.
- f. Coordinate media outreach opportunities and maintain media and marketing contact lists.
- g. Collect and share program stories, photos, testimonials, and impact data.
- h. Track and report marketing analytics, website activity, email engagement, and social media metrics.

- i. Ensure consistent branding, tone, and messaging across all platforms and materials.

2) Fundraising and Development

- a. Assist with donor cultivation, stewardship, and engagement efforts.
- b. Assist with donor thank you communications, recognition efforts, and follow-up materials.
- c. Support annual fundraising campaigns, appeals, Giving Tuesday, direct mail campaigns, and special initiatives.
- d. Help identify sponsorship opportunities and maintain sponsor communication and recognition records.
- e. Assist with sponsorship materials, sponsor follow-up, and fulfillment of sponsor benefits.
- f. Support grant materials by gathering impact information, program data, photos, stories, and supporting documents.
- g. Assist with Fund-a-Need materials, campaign development, donor messaging, and impact reporting.
- h. Maintain donor communication tracking and records as assigned.
- i. Work with the Executive Director and Development Committee to support annual giving, major donor communication, and other development priorities.

3) Community Engagement

- a. Represent MCHA at community events, outreach opportunities, and speaking engagements as assigned.
- b. Coordinate tabling materials, promotional resources, displays, handouts, and program information.
- c. Build relationships with community partners, local businesses, civic groups, and other organizations including fundraising opportunities like Dine & Donate or Supply Drives.
- d. Help identify opportunities to increase public awareness, donor engagement, and community support.
- e. Support community outreach efforts that promote MCHA's programs, services, and mission.

4) Content & Storytelling

- a. Work with staff across all programs to gather stories, photos, impact examples, and program updates.
- b. Highlight client, volunteer, donor, partner, and pet success stories in a respectful and mission-centered way.
- c. Translate program outcomes into compelling donor communications and public-facing content.
- d. Assist with photography and video collection during events, programs, clinics, outreach activities, and daily operations.
- e. Maintain a library of approved photos, stories, quotes, graphics, templates, and marketing assets.

5) Other Tasks

- a. Maintain organized files, templates, marketing assets, donor communication materials, and campaign records.
- b. Monitor organization email accounts and communication requests as assigned.

- c. Maintain accurate lists for media, marketing, donor communications, sponsors, and community partners.
- d. Support special projects and other duties assigned by the Executive Director.
- e. Coordinate with the Events and Volunteer Coordinator to provide marketing, sponsorship, donor communication, and promotional support for MCHA events.

Qualifications:

- Bachelor's degree preferred in marketing, communications, nonprofit management, public relations, or a related field. Relevant nonprofit or professional experience may substitute for education.
- Strong written and verbal communication skills.
- Nonprofit fundraising experience.
- Experience with social media platforms, content creation, and digital communications.
- Ability to manage multiple projects, deadlines, and priorities.
- Experience with Canva, Adobe Creative Suite, or similar design tools preferred. Photography and video editing experience preferred.
- Strong organization and project management skills.
- Passion for animal welfare and MCHA's mission.

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.

Revised June 2026