



Humane Society of Northeast Georgia (HSNEGA)

845 Ridge Rd Gainesville, GA 30501, 770-532-6617, www.HSNEGA.org

POSITION: Marketing Coordinator

REPORTS TO: Marketing Manager

HOURLY: \$19-\$20

LOCATION: Hybrid/Flexible: some capacity to work remotely when scheduling permits

HOURS: 40 hours; however, this position may have varying working hours, including the ability to work nights and weekends as needed

BENEFITS: Health, vision, and dental insurance, paid holidays, 401K with match

CLASS: Full-time, exempt

POSITION SUMMARY: The Marketing Specialist identifies, gathers, produces, and tracks all outgoing communications for the Humane Society of Northeast Georgia (HSNEGA). This position is part of a team whose goal is to advance the organization's mission by broadening awareness, developing deeper relationships, and increasing participation and support among constituents, including, but not limited to, donors, adopters, and volunteers.

ESSENTIAL JOB DUTIES:

- Together with leadership, build a workplace culture grounded in our CULTURE OF CARE AND COMPASSION. Meaning:
 - We treat each other with care and compassion
 - We treat animals with care and compassion
 - We treat our community with care and compassion
- Work with the Marketing Manager to develop a cohesive communication strategy for HSNEGA.
- Manage social media platforms daily.
- Coordinate, schedule, and implement social media editorial calendar.
- Develop a metrics-driven reporting system that provides insights and visibility on the platform's performance.
- Edit, proofread, and repurpose content as directed to ensure it is accurate, compelling, and brand-focused.

- Assist the Marketing Manager in content development, creation, and editing.
- Support the Marketing Manager in animal photo and video shoots.
- Collaborate with team members across all departments to create and edit dynamic, engaging content for HSNEGA publications, marketing materials, and communications.
- Partner with the Development team to create social media content to promote events and fundraising campaigns.
- Develop and maintain a robust internal network to seek out story ideas and stay informed of developments at HSNEGA.
- Manage HSNEGA digital assets, including categorizing and archiving photos and marketing materials.
- Create and grow email marketing efforts.
- Create public relations-related collateral, including Pet of the Week bios and videos.
- Create engaging content for the website.
- Work with HSNEGA volunteers positively and effectively to facilitate meaningful volunteer engagement.
- Occasionally performs other job-related duties as assigned by the appropriate authority.

REQUIRED QUALIFICATIONS:

- Two or more years of proven experience in community management or communication.
- Data-driven mindset.
- Strong project management skills, including successfully prioritizing and managing numerous projects in a fast-paced environment.
- Proficiency in Microsoft Office Suite, GSuite, or related software.
- Photography and video skills with editing experience.
- Proficient with Microsoft Office, Adobe Creative Suite, Canva , WordPress, or comparable products.
- Exceptional writing and interpersonal communication skills.
- Strong communication skills.
- Detail-oriented, with a positive and energetic attitude.
- Self-motivated and ambitious to learn new tools, media platforms, and industry trends.
- Willing and able to obtain training/continuing education as needed.
- A portfolio highlighting projects and communication skills.
- Exceptional interpersonal skills.
- Well-organized & must have a solid ability to multitask.
- Must be a self-starter with a high level of initiative.
- Must be able to work independently and as part of a team.

PREFERRED QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, or a related field
- OR
- Two or more years of experience working as a community manager or as a marketer

WORKING CONDITIONS:

- Must be able to work in an animal-friendly environment.
- Remains stationary and moves about the building for extended periods during events.
- Occasionally lifts up to 25 lbs.
- Works varying hours, including nights, weekends, and holidays to accommodate events.
- Subject to moderate noise in typical work environments involving animals (barking, computers, printers, & office traffic).
- Occasional out-of-the-area travel may be required for training, conferences, and to visit the organization's other location.

DISCLAIMER:

- This is not a work contract and should be used as a guideline for the expected duties of the role. HSNEGA retains the right to change or assign other duties to this position.
- Consistent with the Americans with Disabilities Act (ADA), it is the policy of HSNEGA to provide reasonable accommodation when requested by a qualified applicant or employee with a disability, unless such accommodation would cause an undue hardship to the organization. The policy regarding requests for reasonable accommodation applies to all aspects of employment, including the application process. If reasonable accommodation is needed, please contact the Human Resources Director.