



845 West Ridge Road, Gainesville, GA, 770-532-6617, www.HSNEGA.org

POSITION: **Marketing Manager**
REPORTS TO: VP of Marketing and Development
GRADE LEVEL: Experienced
HOURS: 40 hours+, however, this position may have varying working hours including the ability to work nights and weekends as needed
CLASS: Full-time, hourly

SCOPE OF POSITION

The Marketing Manager is responsible for planning, development and implementation of all of HSNEGA's marketing strategies, marketing communications and public relations activities, both external and internal; overseeing development and implementation of support materials in the area of marketing, communications and public relations; directing the efforts of the marketing, communications and public relations team; and coordinating at the strategic and tactical levels with the other departments of HSNEGA.

Core Responsibilities

- Working with the VP of Development and Marketing as well as other management in upholding the shelter's image and mission.
- Create, implement and measure the success of a comprehensive marketing and communications program that will enhance HSNEGA's position within the community.
- Oversee internal and external communications and all marketing activities including design publications, digital marketing, website coordination, social media management and other areas as determined by the shelter president and CEO.
- Develop short- and long-term plans and budgets for the marketing and communications program, as well as integrated communications plans for the organization's services, events, programs and other outreach.
- Develop strategies to increase engagement with donors, clients, volunteers, influencers and other key audiences.
- Design strategies that improve online viewership metrics and Google analytics.
- Oversee editorial direction, design, production and distribution of all publications and print materials.
- Manage website content and design revisions.
- Manage and optimize HSNEGA's presence on all social channels and search engines including Meta and Google Business.
- Support marketing team in the areas of photography, videography, video editing, copywriting, event support and other areas as needed.
- Maintain professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks and participating in professional societies.
- Ensure consistent branding and messaging across all platforms.

Requirements

- A strong passion for HSNEGA's mission of helping animals and people live better together.
- A minimum of three years in a graphic design, marketing or communications leadership role.
- Proven experience in graphic design with a strong portfolio showcasing your design skills.
- Proficiency in graphic design software and tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.).
- Keen eye for quality and design aesthetics.

- Excellent writing and editing skills with the ability to create engaging, creative and persuasive messages.
- Careful attention to detail, specifically spelling, grammar and punctuation with knowledge of AP style.
- Proficient in social media advertising, Google Ads and Adwords, SEO optimization; certification preferred.
- Strong project management skills with the ability to work independently while tracking and managing multiple projects and tasks in a timely fashion.
- Ability to effectively and professionally communicate with a wide variety of stakeholders.
- Strong, proactive work ethic and ability to take ownership of assigned duties.
- Must be a self-starter and driven to meet or exceed expectations.

Certificates, Licenses, Registrations

- Must possess a valid and unrestricted driver's license.
- Physical Requirements and Work Environment
- Regularly sit at a computer station and operate electronic equipment.
- Regularly work with/be exposed to animals and/or animal allergens.
- Some regional travel may be required.

This position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. This document does not create an employment contract, implied or otherwise, other than an "at-will" relationship

The Humane Society of Northeast Georgia is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply for this position.