



POSITION: Marketing Specialist

REPORTS TO: Marketing Manager

GRADE LEVEL: Experienced

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

CLASS: Hourly; rate commensurate with experience

BASIC DUTIES:

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 small, hardworking 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.

Responsibilities

- Develop and maintain a strong internal network to seek out story ideas and stay informed of developments at HSNEGA.
- Collaborate with team members across all departments to create and edit dynamic, engaging content for HSNEGA publications, marketing materials, and communications.
- Coordinate, schedule, and implement social media editorial calendar.
- Edit, proofread, and repurpose content as directed to ensure that it is accurate, compelling, and brand-focused.
- Manage social media platforms on a daily basis.
- 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 in a positive and effective way to facilitate meaningful volunteer engagement.
- Assist Marketing Manager in the animal photo and video shoots.
- Knowledgeable, committed to, and enthusiastic about the mission, programs, and services of HSNEGA.
- Sharing your passion for service to animals, people, and our community with our supporters and guests.
- Serving as an inspiration to all supporters and guests by providing an exemplary level of animal care and guest service.
- Take on additional duties as requested.

Qualifications

- Degree in marketing/communications (or related field) or equivalent work experience required.
- 1-3 years of professional experience required.
- Strong project management skills, including the ability to successfully prioritize and manage numerous projects in a fast-paced environment.
- Video editing experience.
- Exceptional writing, editing, and interpersonal communication skills.
- Photography skills and graphic design experience are preferred.
- Proficient with Microsoft Office, Adobe Creative Suite, and WordPress or comparable products.
- Ability to work independently and as a part of a team.
- 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.

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