



Society for the Prevention
of Cruelty to Animals
Los Angeles, since 1877

Communications & Marketing Coordinator Job Announcement

PRIMARY FUNCTION

The Communications & Marketing Coordinator supports the Communications & Marketing (C&M) and Fund Development (FD) departments through administrative support and communications coordination, as well as marketing outreach and efforts.

Some duties may be suspended or conducted on a virtual/remote or limited in-person basis, in keeping with CDC, municipal, and state guidelines, as well as spcaLA safety protocols and procedures, during the pandemic.

ESSENTIAL RESPONSIBILITIES & DUTIES:

- Create and send a variety of marketing emails using HTML, and other communications to spcaLA donors/clients and media lists.
- Update spcaLA website (events, pressroom, etc.) using HTML and WordPress.
- Create or edit marketing content using excellent writing/proofreading skills.
- Under the guidance of the C&M Director, collaborate to create and schedule social media content.
- Assist department with management of pet photo inventory.
- Exhibit excellent communication skills, ability to speak to the public, including on-camera.
- Assist in cultivating donor relationships by delivering excellent customer service.
- Assist in the cultivation of new donors, such as scheduling donor meetings, research, engagement, and event opportunities.
- Provide general office and administrative support to the departments: data entry, correspondence, proof reading, data collection, invoice processing, statistical tracking, report generation, filing/copying/printing.
- Perform other duties as required.
- Speak to the public about spcaLA programs, services, and adoptable animals at community events, donor meetings, touring groups, media appearances, and other forums.
- Transport shelter pets to and from events and media appearances, and represent spcaLA when featuring adoptable pets on TV news and other media.
- Under guidance of the C&M Director, responsible for researching, selecting, staffing (recruitment of volunteers) of Outreach Events (community, spcaLA, City Council, etc.). Deliver/receive outreach bins; maintain outreach supplies; account for donations; and track outreach information. Maintain inventory of spcaLA event materials.
- Represent C&M or assist C&M Director in appropriate media and activation events.
- Handle shelter pets safely at all events and outreaches at which they are present.
- Staff events as necessary – may include evenings and weekends.

JOB RELATED AND ESSENTIAL QUALIFICATIONS:

ABILITY TO:

- Understand and carry out oral and written instructions.
- Work independently and collaboratively, as directed by supervisor.
- Ability to discern good social media content.

- Knowledge of social media trends and platforms and best practices.
- Be entrusted with confidential information.
- Confidently speak publicly, both on and off camera.
- Excellent oral communication and writing skills.
- Work well and communicate effectively with the public, fellow employees and volunteers.
- Show maturity and good judgment; perform the job in a professional manner and work efficiently under pressure.
- Accurately process, maintain, and store all department information and records.
- Apply mathematical concepts such as addition, subtraction, fractions, and percentages to practical situations.
- Flexibility to adapt to differing support needs created by differing work styles.
- Operate vehicle under all types of weather and road conditions.

KNOWLEDGE OF:

- Knowledge of and experience with HTML, WordPress, Adobe Creative Suite
- Computer applications (e.g. Outlook, Word, Excel, data entry)
- Social media platforms and best practices (e.g. Facebook, Instagram, Twitter)
- Knowledge of Blackbaud programs (Raiser's Edge & Luminare) preferred
- Usage of office equipment (e.g. computer, copier, phones)
- Los Angeles media outlets

OTHER ESSENTIAL QUALIFICATIONS:

- Valid California Driver's License and maintain during the course of employment. Insurable to drive company vehicles.

Physical Demands

- Employee is regularly required to use hands and fingers; handle or feel objects, tools, or controls; reach with hands and arms; talk and hear.
- Manual dexterity sufficient for handwritten documents.
- Perform work, which involves frequent lifting, carrying and/or pushing of 15 lbs. and occasionally 25 lbs.
- Requires the mobility to stand, stoop, reach and bend, walk, sit and kneel.
- Some direct handling, carrying and restraining of animals of all sizes and carrying of supplies and equipment.

Working Conditions

- Heavy and fast-paced workload.
- Dealing with the public, who can be emotional or hostile.
- The noise level in the job is moderate and occasionally high.

Experience & Training

- Associate's Degree with focus in Communications, Marketing or related field, or equivalent work experience.
- 1-2 years minimum of communications or development experience, preferably in a nonprofit setting.
- Strong verbal and written communication skills.
- Ability to meet deadlines and complete projects in a timely manner.
- Excellent multi-tasking skills and strong attention to detail.

Salary Range: \$19/hour: *This is a full-time non-exempt position with an excellent benefits package including health and 401K.*

Employment Location: 5026 W. Jefferson Blvd., Los Angeles

Application Deadline: Position Open Until Filled

Please email cover letter and resume to jobs@spcaLA.com