



## **Creative Marketing Coordinator**

### Job Description

#### **ABOUT SNIPSA:**

SNIPSA is a local non-profit committed to removing adoptable animals from high kill shelters, providing for their medical care, and finding permanent loving homes. We also serve the community by providing free spay/neuter outreach for underserved pet owners through our Big Fix clinics. SNIPSA is looking for a qualified Creative Marketing Coordinator to assist with SNIPSA's marketing program. Will work closely with SNIPSA's Operations Manager and other key staff to help manage our brand, community relations and other fundraising initiatives.

#### **WHY JOIN OUR CRAZY TEAM?**

If you like a fast pace, tight knit team mixed with a little crazy, then SNIPSA is a great fit for you! Every team member has a heart the size of Texas for the cats and dogs we rescue, and we are committed to finding the best home for each pet. SNIPSA brings passion back into the workplace because we have a clear vision for the city of San Antonio -- to be a No Kill city! If you resonate with this vision, then SNIPSA might be the perfect fit for you!

#### **JOB FUNCTION:**

The Creative Marketing Coordinator is a vital role on the SNIPSA team. The focus of this job will be multifaceted - creative marketing of our adoptable animals to include writing innovative profiles, proficient in photography, knowledge of graphic design, comfortable navigating websites to include WordPress, familiarity with social media platforms, all while promoting SNIPSA's mission in the community.

#### **DUTIES & RESPONSIBILITIES:**

- Photograph adoptable animals for our website. Our one opportunity to "sell" rescue to new family.
- Must be a creative writer to capture pet's personality and story
- Videography – comfortable making short movies/clips of adoptables
- Post animals on website and all ancillary sites
- Work with Director on quarterly WAG – volunteer/foster newsletter
- Work with Director on annual SNIPSA Newsletter
- Develop SNIPSA Blog
- General Administrative Duties to share in adoptions and day to day operations of office

#### **QUALIFICATIONS AND SKILLS:**

- Relevant Bachelor's degree – Marketing, Journalism, etc., or two years relevant job experience
- Technical acumen and strong familiarity with marketing/communications principles; background in writing, editing, communications or marketing preferred
- Strong photography skills. Animals are not inanimate objects and need someone clever and creative capturing best pictures.
- Strong organizational and time management skills in order to prioritize multiple tasks simultaneously
- Ability to work independently and as part of a team

- Strong level of proficiency in graphic design skills, including Adobe Creative Suite, Photoshop, Canva, Excel, Lightroom, etc.
- Experience working with WordPress and Constant Contact/Mailchimp
- Be able to learn our databases and complete adoption paperwork
- Handle cash and process credit card transactions
- Videography of pets
- Forward thinker. Funny out of the box mindset to get rescues noticed and to find the most appropriate homes.
- Familiarity with dog breeds/characteristics, dog/cat behavior, and rescue pets to market them in most effective manner to our audience
- Must have a kind spirit and optimistic attitude. Can't control all the moving parts in the rescue world but we can control the way we see it.

### **EXPECTATIONS:**

- Ambitious Teamwork – quick learner who thrives in a fast-paced, team-oriented environment, ready to take initiative.
- Adaptability – flexible and able to pivot rapidly, manipulate and adjust strategies as needed. Things change quickly in this environment!
- Communication Skills – sharp and natural communicator with a passionate marketing mind
- Focus – detail-orientated while maintaining the ability to keep an eye on the big picture. Exceptional organizational, time management and customer service abilities
- Attitude – ability to remain positive and passionate in a high intensity work environment. Excited to be part of a high-powered, fast moving, tight knit team.
- Creativity – as marketing/social media platforms continue to evolve, strive to be “out-of-the-box” thinker, keeping SNIPSA’s digital/social media content at the forefront of technology
- Multitasker – Ability to wear multiple hats - in addition to primary job responsibilities, must be able to jump in to help team members when needed
- Love of animals that helps keep the mission close to heart  
Being tidy and willing to assist with day-to-day cleaning to ensure office stays in best shape possible
- Having integrity – which might mean working later hours to ensure all tasks are completed to finish the given job. You earnestly want a win for the team and the mission.

### **PHYSICAL JOB REQUIREMENTS:**

- Must be able to stand for extended periods of time
- Must be able to lift up to 40 pounds
- Must be willing to get a little “dirty” given the nature of the job

### **TIME COMMITMENT:**

- Hours would be 30-35 per week with the potential to evolve into a full-time position given job performance and needs of SNIPSA
- Will be required to work outside of typical 9-6 office hours depending on events, etc.

**PLEASE SUBMIT COVER LETTER WITH RESUME. RESUMES WILL NOT BE CONSIDERED WITHOUT A COVER LETTER.**

**SALARY and BENEFITS COMMISERATE WITH EXPERIENCE.**

**Ensure you meet qualifications before applying for position. Potentially very rewarding job aka passion.**