



## Charlottesville Albemarle SPCA Job Description

JOB TITLE: Marketing & Communications Specialist  
REPORTS TO: Director of Advancement (DA)  
Exemption Status: Exempt  
Revision Date: 2/27/2017

### Position Summary:

This position reports to the Director of Advancement and works closely with the Advancement Department and other key staff to market the agency's brand and services. Responsibilities focus heavily on graphic design and copy-writing.

### Primary Duties and Responsibilities:

#### Marketing - 60%

- Work with key staff to develop marketing campaigns and collateral materials for marketing purposes.
- Draft and distribute e-newsletters
- Assist with the creation of appeal campaigns and other fundraising communications
- Provide copy for social media, newsletters, brochures, annual report and other marketing collateral as needed.
- Manage and ensure up-to-date website, social media, community calendar, and blog content

#### Communications & Public Relation -20%

- Responsible for developing relationships with and maintaining an accurate media database
- Serves as liaison for media inquiries; develop and manage speaker's bureau.
- Compose and distribute press releases
- Collect and distribute stories about projects and programs from staff and partners in both written and video forms.
- Create and maintain editorial/communications calendar.

#### Other - 10%

- Provide reports as needed
- Perform other duties as assigned / needed.

### Who You Are:

- **An effective communicator.** You have excellent oral and written communication skills. You can craft high-quality press releases and presentations, explain complex concepts in a digestible and humble manner, and have that rare mix of intellect and intuition.
- **Organized.** You're a strong project manager, capable of driving multiple work streams toward deadlines and juggling changing priorities in a fast-paced environment.
- **Strategically Opportunistic.** You leverage opportunities. Your ideas shoot off like rocket fire and you can imagine possibilities left and right. And yet you always have a vision for where you're headed and only pursue ideas and opportunities that help support that strategic direction.

- **Articulate & Sharp.** You have a reputation for being particularly well-spoken, well-informed, and well-prepared for every encounter.
- **Data-centric.** You have sharp analytical skills that allow you to quickly assess situations, identify trends, develop insights and solutions, and apply learnings to a larger context
- **Mission-aligned.** You are deeply passionate about our mission.
- **Flexible.** You don't mind working the occasional weekend, weeknight, early morning.

**What You'll Need:**

- **Bachelor's Degree.**
- **Experience with graphic design software and tools, including:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Constant Contact and Wordpress.
- **Professional Experience.** A minimum of one year of graphic design experience and/or communication coordination at a nonprofit, corporation, or other fast-paced entity.
- **Socially & Digitally Minded.** You are a user and/or consumer of social media and have familiarity with WordPress and other digital publishing and engagement platforms.
- **An Eye for Design.** You know how to select photography and design print campaigns to best communicate your message.
- **Passion for Volunteers.** You have experience working with and managing, as well as strong appreciation for volunteers.

**Employee Acknowledgement:**

Signature of Employee: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_