



Charlottesville Albemarle SPCA Job Description

JOB TITLE: Marketing & Design Specialist
REPORTS TO: Director of Development and Communications
Exemption Status: Full-time, Exempt
Schedule: Monday-Friday
Revision Date: 03/8/2023

Position Summary:

The Marketing and Design Specialist is responsible for creating an array of print, digital and electronic materials for the Charlottesville-Albemarle SPCA's marketing, publishing, event projects and campaigns, web, email, and social media to meet the goals and objectives of the shelter's missions and organizational priorities.

Primary Duties and Responsibilities:

- Develop, in concert with the Director of Development and Communications, annual and project/event specific marketing collateral
- Create graphic design solutions for print campaigns, direct mail campaigns, print/online publications, signage and large-scale installation design files, event campaigns, digital fundraising campaigns, social media campaigns, email campaigns, videos, and other marketing and promotional materials.
- Collaborate with fundraising, communications and other shelter programs team members to develop and update necessary tools for successful marketing.
- Implement and measure the success of all organizational marketing materials.
- Ensure articulation of the SPCA's desired image and position and assure consistent communication of image and position both internally and externally.
- Coordinate the appearance of all SPCA'S print and electronic materials such as letterhead, use of logo, brochures, etc.
- Provide PR and marketing support to all departments, including clinic, development and Rummage Store.
- Manage all marketing timelines and ensure strategies come in under budget. Provide reports as needed.
- Performs other duties as assigned/needed.

Skills/Qualifications:

- Graphic design experience required. Bachelor's degree in graphic design, art, or related field preferred; plus a minimum of two years of experience in marketing or creative design fields, fundraising or nonprofit communication experience desired.
- Strong understanding of print production including the ability to prep/package files, review proofs
- Proficiency with Canva and Adobe
- Strong project management skills, including the ability to successfully prioritize and manage numerous projects in a fast-paced environment.
- Passion for communicating compelling stories through a visual medium.
- Detail oriented, with a positive and energetic attitude.
- Committed to and enthusiastic about the mission, programs and services of the SPCA. Ability to work independently and as a part of a team.
- Self-motivated and ambitious to learn new tools and industry trends.

Physical Requirements

Physical requirements are those present in normal office environment conditions. Employee is required to sit at a desk and work at a computer for long periods of time. Operational flexibility is required to meet sudden and unpredictable needs. Potential exposure to zoonotic diseases, dangerous and fractious animals, and high noise levels.

At Will Employment

There is no minimum period of employment guaranteed or implied by acceptance of an employment offer. It is the policy of the Charlottesville-Albemarle SPCA that employment is at will, which means that employment is for no specific term and that employment may be terminated by the employee or the Charlottesville-Albemarle SPCA at any time without cause.