



## Berkeley Humane

**Position Title:** Marketing Manager

**Department:** Development/Program

**Reports to:** Director of Development & Communications

**Pay Rate:** \$65,000 - \$85,000

**FLSA Status:** Exempt

**Classification:** Full-Time

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### SUMMARY:

Under the direction of the Director of Development & Communications, the Marketing Manager is responsible for Berkeley Humane's public face—to donors, the community, and businesses. These efforts will ensure consistent public communications to raise revenue and support our programmatic goals like increasing adoptions and providing comprehensive safety net services to the community. This is a mid-level management position and requires at least three years of related experience in various aspects of marketing, communications and development. Position offers a competitive salary, health insurance and other benefits.

This job description reflects the assignment of essential functions; it does not proscribe or restrict the tasks that may be assigned.

### DUTIES & RESPONSIBILITIES:

#### Program Marketing (60%)

- Develops and implements an annual integrated marketing and communications plan that uses a consistent voice across multiple platforms to advance strategic priorities and support goals for community positioning, programmatic initiatives, volunteer recruitment, and fundraising.
- Manages image advertising and related marketing promotional materials.
- Manages all social media accounts, including Facebook, Instagram, Twitter, YouTube, and blogs, to maximize following, reach, impressions, and interactions.
- Coordinates the procurement of high quality content assets for storytelling purposes, including the collection of stories, photos, and videos of our animals (pre and post adoption), our programs, and our general efforts; adoptable animal photos captured weekly for website and social media promotional purposes.
- Responsible for the ongoing maintenance and updates on website including copy, photos, and campaigns to support the functions of the entire organization; responsible for tracking, reviewing, and analyzing website data in order to maximize online marketing.

#### Public Relations and Communications (15%)

- Develops and implements a strategic public relations and communications plan.
- Proactively communicates with internal and external constituents, including volunteers, staff, donors, adopters, and the media.
- Manages mass email communications to support fundraising and programmatic functions.
- Direct liaison with press and media contacts.

#### Brand Management (10%)

- Oversees design, alignment and growth of brand strategies, architecture and positioning to achieve significant positive community impact.
- Partners closely with volunteers and pro bono marketing professionals to develop and implement social networking, public relations and communications strategies.

#### Events (10%)

- Assists in the recruitment of and serves as primary staff liaison to Special Event Committees.
- Creates unique event web pages, Facebook event pages, Eventbrite ticketing pages, email blasts, social media posts, press releases, and postings on event calendars.
- Responsible for design and print coordination of promotional materials for events including mailings, posters, sponsorship signage, and other items as appropriate for each event.
- Accountable for event analysis reports for the cost benefit, short and long-term benefits, and future planning.

#### Administration (5%)

- Establishes and maintain budgets; reviews spending patterns, and assures the fiscal health and profitability of the department.
- Determines personal and department goals and professional development plans.
- Recruits, trains, and retains skilled volunteers necessary to achieve success.
- Conducts research and analysis across all efforts to ensure maximum marketing efficacy.

#### **EDUCATION & EXPERIENCE:**

1. Minimum education to include Bachelor's degree.
2. Familiarity with nonprofit organizations, animal welfare in particular.
3. 5+ years of related experience in marketing, communications and/or development
4. Extensive experience with social media and website management
5. Experience with WYSIWYG web platform ideal
6. Extensive experience with Adobe Creative Suite, Google Analytics, and MailChimp
7. DSLR photography and editing experience, with ability to produce stock-like quality images, a plus

#### **SKILLS & REQUIREMENTS:**

- Excellent communication skills, both verbal and written
- Exceptional organizational skills
- Demonstrates effective time management, flexibility, and ability to prioritize workloads, and exceptional customer service skills
- Self-starter with ability to work independently as well as with staff and volunteers
- Experience and comfort level in working with the public
- Highly motivated toward the welfare and humane treatment of all animals; ability to work with and handle animals safely and humanely; understands the lifesaving importance of finding homes for shelter animals;

**PHYSICAL DEMANDS:** This work is performed in office and shelter surrounding; must be able to lift and carry up to 50 pounds; climb stairs; bend; reach; hold, grasp and turn objects; and use fingers to operate computer keyboards. The work requires the ability to speak normally and to use normal or aided vision or hearing.

**To apply:** Please submit resume and cover letter **with salary requirements** in a word or pdf format to [jobs@berkeleyhumane.org](mailto:jobs@berkeleyhumane.org). On the subject line, please put Marketing Manager.

**Berkeley Humane is an Equal Opportunity Employer**

Berkeley Humane is committed to cultivating and preserving a culture of inclusion and connectedness. We are able to grow and learn better together with a diverse team of volunteers and staff. The collective sum of the individual differences, life experiences, knowledge, innovation, self-expression, and talent that our volunteers and staff invest in their work represents not only part of our culture, but our reputation and Berkeley Humane's achievement as well. In recruiting for our team, we welcome the unique contributions that you can bring in terms of education, opinions, culture, ethnicity, race, sex, gender identity and expression, nation of origin, age, languages spoken, veteran's status, color, religion, disability, sexual orientation and beliefs.