



POSITION SUMMARY

Wayside Waifs Inc.

Title: Animal Marketing Coordinator
Reports To: Digital Marketing & Brand Manager
Updated on: June 2019
Status: Non-exempt, Full-time
Some evenings and weekends may be required
Approved By: Vice President of Donor Relations and Communications

The Mission of
Wayside Waifs

Wayside Waifs is a charitable animal shelter whose purpose is to place adoptable companion animals in responsible homes by providing temporary shelter, educating the public and developing partnerships.

POSITION SUMMARY

Ensure animals have high quality, creative photos, videos and profile stories to promote their adoption, execute social media strategy, respond to public inquiries via social media, and support organizational marketing campaigns.

PRIMARY ACCOUNTABILITIES

1. Ensure animals featured on Wayside Waifs' website have high quality photo and videos
 - Take photos of adoptable animals
 - Reshoot photos as needed
 - Run reports for volunteer photographers/writers and communicate with volunteers on a daily basis
 - Shoot and edit photos for the website, social media and eblasts
 - Upload photos to Companion Connect (shelter management database)
2. Write and edit individualized descriptions of the animals for the website including foster animals
3. Design marketing collateral for events, adoption promotions, and fundraising campaigns
4. Train and coordinate the work of volunteers to take photographs, write animal profile stories; work with the Volunteer Manager to recruit volunteers as needed for the Animal Marketing Team
5. Post daily to the Animal Marketing Team Facebook page about needs, updates, messages of appreciation as well as respond to posts by users in the group
6. Create/deploy Waif of the Week eblast
7. Select Waif of the Week animals to be highlighted on the website homepage – weekly
8. Market adoptable pets to the community through website, social media channels, digital messaging and other 3rd party website as appropriate
9. Manage the completion and posting of unique descriptions within 48 hours of an animal becoming available for adoption.
10. Assist with the execution of social media strategy and messaging including but not limited to Facebook, Twitter, Instagram, Snapchat and Pinterest.
11. Assist with basic HTML coding on the organization website



POSITION SUMMARY

Wayside Waifs Inc. PRIMARY TASKS & DUTIES

- Use creative photography and descriptions to successfully market adoptable pets to the community
- Manage and work with a team of volunteer photographers, writers and videographers
- Assist with other marketing campaigns and events as needed
- Manage all photo files of animals in the care of Wayside Waifs for the website and marketing materials

ESSENTIAL FUNCTIONS/ KEY COMPETENCIES

- Ability to take quality, creative photographs
- Excellent writing/editing skills
- Excellent computer and design skills including Adobe Photoshop and Adobe Master Suite
- Ability to lead, manage and train volunteers
- Strong attention to detail and task orientation
- Ability to work under pressure
- Basic HTML/coding

POSITION REQUIREMENTS

- Proficient photography skills
- Basic HTML
- Strong communication skills
- Experience with animals preferred – understanding of cat and dog body language and behavior
- Strong time management skills with the ability to multitask

PHYSICAL

- Must be able to physically restrain animals weighing up to and including 100 lbs
- Able to work with exposure to wet and/or humid conditions and outside weather condition.
- Must be able to work with dogs, cats and small mammals.
- Significant amount of standing during a typical day, exposure to fumes, animal smells and airborne particles.
- Noise level is moderate to high.
- Exposure to animal waste.

EDUCATION

- College Degree or 3 years previous experience