



JOB OPPORTUNITY: MARKETING MANAGER

Humane Animal Partners (HAP) is seeking a Marketing Manager to plan and execute day-to-day marketing and communications initiatives and long-term strategic objectives. This is a unique opportunity to be part of a dynamic, well-established animal welfare organization. This position reports to the Director of Philanthropy and manages two associates, a Content Producer and Photography Coordinator.

Marketing/Public Relations/Advertising essential duties/responsibilities:

- Responsible for the development, implementation and success of a marketing and communications plan that upholds the overall HAP brand and ensures increased visibility for Humane Animal Partners (HAP) with the community, donors, clients, volunteers, and other key constituencies.
- Oversees the planning, execution, and optimization of all digital marketing campaigns across relevant marketing channels, including social media, email marketing, website, display advertising, and content/social media marketing.
- Designs and oversees the development and production of all print and electronic collateral and marketing communications pieces for internal and external use, including but not limited to e-blasts, flyers, posters, brochures, physical signage, and social media posts, following HAP brand guidelines.
- In collaboration with the Director of Philanthropy, creates all event collateral including invitations and sponsorship proposals, as well as Constant Contact emails for events, promotions, and fundraising campaigns.
- Designs and manages HAP website; ensures content is relevant, mission-focused, and current; performs content/copy edits as needed. Works with website partner, Catalyst Visuals, to maintain overall functionality of site.
- Stays current on industry trends; develops, and implements social media (Facebook, Instagram, TikTok, YouTube, and LinkedIn) strategies to ensure they meet HAP objectives. Also creates and manages day-to-day social media calendar in collaboration with Content Producer.
- Manages Content Producer and Photography Coordinator to support HAP program needs such as weekly new animal photography, adoption photography, and animal bio writing.
- Collaborates with leadership team and others across the organization in the planning and execution of various programs/promotions.
- Manages public relations function for entire organization: Drafts press releases, distributes them to media outlets via Meltwater, and follows up. Manages relationships with regional and national press/media outlets. Responds to and coordinates all outside media requests, questions, and interview inquiries and creates opportunities to promote the organization's values, benefits, and mission. Serves as HAP's primary media contact.
- Collaborates with CEO, and other leadership staff to ensure consistent branding and messaging for HAP.
- Performs special assignments and other duties as assigned, when necessary.

Qualifications/expectations:

- Bachelor's degree and at least five years of successful, measurable marketing experience.
- Excellent written and verbal communication skills, including public speaking, writing, grammar and editing skills.
- Working knowledge of MS Office, database management software, Constant Contact, WordPress, social media platforms including Facebook/Instagram/YouTube/TikTok, Adobe Creative Suite and/or Canva.
- Self-starter, with the ability to work independently with limited supervision, and work well under pressure.
- Detail-oriented with effective organizational skills, including strong time-management, the ability to manage multiple tasks and deadlines simultaneously, with limited resources, in a fast-paced environment.
- Proactively and consistently demonstrates friendly, engaging dialogue with event attendees, donors, volunteers, board members, and others.
- Strong interpersonal skills and sound judgment.
- Ability to manage large project load and collaborate with HAP staff at all levels.
- Must be comfortable interacting with dogs and cats.
Must be willing to work flexible hours, including evening and weekends, as needed.

Interested candidates should send their resume/cover letter to Cassie at cmoody@hapde.org.