



- JOB TITLE:** Marketing & Communication Coordinator
- STATUS & HOURS:** Salaried Exempt
Variable shifts as needed occasional weekends and evenings.
- ACCOUNTABILITY:** Executive Director
- JOB RELATIONSHIPS:** Works with a team daily that includes Directors, Managers, Animal Care Team and community partners.

The Animal Refuge League of Greater Portland (ARLGP) is a nonprofit, life-saving animal welfare organization serving the state of Maine and communities nationwide. The Marketing and Communication Coordinator is a dynamic and diverse position, created to support the ARLGP mission through storytelling and positively impact the community engagement strategies of the ARLGP.

This position will work collaboratively with the senior leadership team to raise awareness of the ARLGP mission by promoting, sharing, and telling the organization's stories and impact to further the reach of our mission.

PRIMARY RESPONSIBILITIES – COMMUNICATIONS & MARKETING AND GRAPHIC DESIGN

- Manage external communication and marketing strategy.
- Professionally represent the ARLGP and our mission in the media - On the news, in print media, and social media.
- Manage all social media accounts - Facebook, Instagram, Twitter, and YouTube.
- Create photo and video content for the website, social media, and advertising.
- Create graphics, signage, logos, and marketing materials for the shelter, website, social, email, and events.
- Maintain working knowledge of design programs: Adobe Creative Suite, Canva, Constant Contact, WordPress.
- Provide high-quality images for development fundraising campaigns.
- Collaborate on development and implementation of external communication strategy.
- Capture the daily ongoings of organization through photo and video.
- Create graphic, print, and video content to use across all ARLGP platforms (web, social, email).
- Plan, execute and represent ARLGP at community-centric events and fundraisers.

OTHER RESPONSIBILITIES – COMMUNITY ENGAGEMENT

- Assist in the development of goals for fundraising campaigns and events.

- Participate and help lead in person events with the ARLGP board of directors, staff and volunteers.
- Maintain appropriate files, record keeping of photo library and videography to produce marketing materials and reports as requested.
- Develop and maintain positive relationships with ARLGP donors, corporate partners and partner organizations.
- Be/become proficient in ARLGP software platforms for pets and people.

JOB REQUIREMENTS:

- Two or more years of related work experience. Prior experience with communications, events, and/or development in a nonprofit environment strongly preferred.
- Technical knowledge of Adobe Creative Suite required.
- Photography and videography skills required.
- Knowledge of multiple social media platforms.
- Excellent oral and written communication skills.
- Ability to work collaboratively and independently while balancing multiple priorities and projects at the same time. Strong organizational and time management skills.
- The ability to work late evenings and weekends when needed.
- **Candidates will feel most comfortable in this work environment if they bring:**
 - Skill and enthusiasm for working with animals and community partners.
 - Skill and enthusiasm for deepening engagement with a wide variety of audiences with experience working in a collaborative, dynamic work setting.
 - Flexibility and a creative approach to problem-solving.
- **Above all: we are seeking a creative, flexible and passionate member of our team who is not afraid to get dirty taking pictures of puppies, who can join us on a Saturday evening to welcome a plane of cats, and who is willing to think outside of the kennel to tell our stories.**

EDUCATION REQUIREMENTS:

- College education in media studies/new media/graphic design/communications/marketing strongly preferred.

WORKING CONDITIONS: Most work is performed in normal animal shelter setting; potential for exposure to zoonotic diseases; potential for exposure to dangerous and fractious animals; exposure to high noise levels when in kennel area; potential for animal bites and scratches while handling animals.

TO APPLY: Please submit the following to jobs@arlgp.org with the subject line “Marketing Coordinator”

- Cover letter outlining your qualifications and reason for pursuing a position with the ARLGP.
- Current resume with link to examples of your photo/video/graphic design skills and abilities.
- Excellent benefits, including health, dental, and vision insurance and generous paid time off. The starting pay range for this position is \$49,000-\$52,000, depending on experience.

Submissions without the requested materials will not be considered. Due to the volume of interest in ARLGP positions, no calls please.