

Communications Manager for Maddie's® Nevada Campaign



Overview: The Communications Manager reports to the Nevada Campaign Executive Leadership Team and has overall responsibility for establishing the campaign's statewide presence by overseeing and implementing its marketing and communication plans.



Specific Responsibilities of the Communications Manager:

#ThanksToMaddie

- Managing (and coordinating with other team members and all contracted professional marketing firms) a comprehensive statewide marketing plan that includes advertising, media relations, online/digital marketing, and other traditional and emerging marketing strategies to create and sustain engagement and inspire action from all audiences across the state.
- Creating news releases, marketing materials, and other related projects and tasks.
- Developing and maintaining relationships with media contacts and reporters including maintaining a media contact list, pitching stories relevant to appropriate media, arranging live media coverage, scheduling appearances, and functioning as a spokesperson as needed.
- Managing a vital and engaging online presence for the statewide campaign, including multiple forms of social media and other emerging online communication strategies, that is integrated with the campaign marketing plan.
- Managing all online content to meet the needs of the campaign and users, in coordination with any contracted professional marketing firm.
- Providing timely information and inspirational messaging that is in keeping with the goals, tone, and values of the campaign.
- Expanding the reach and influence of the campaign to achieve strategic goals.
- Assisting with and managing other tasks and projects as needed.

Specific qualifications for the Communications Manager:

- Marketing and media relations experience.
- Outstanding written and verbal communications skills.
- Creativity.
- Ability to meet deadlines and manage budgets.
- Experience managing online campaigns.
- Graphic design and/or journalism skills and experience a plus.
- Website editing and content management experience a plus.
- Knowledge of animal sheltering/welfare issues a plus.
- Photography and/or videography experience a plus.

General Qualifications and Expectations for All Staff:

- Commitment to the mission and goals of the campaign.
- Affection for animals—concern for their welfare and a willingness to accommodate animals in the workplace.
- Flexibility—the ability to manage changing priorities and varied tasks and schedules.
- Strong interpersonal skills—The ideal person would be outgoing, personable, professional, and able to get along well and communicate successfully with a variety of people.
- Results-oriented—Able to set goals, plan, and carry out projects without direct supervision in an organized, efficient, and effective manner.
- Collaboration—Working effectively as part of the team on cross-functional programs, projects, and activities.
- Strong organizational skills.
- Learning-agility—Willingness and ability to learn new things quickly. Interest and commitment to keeping up with emerging best practices.
- Innovative/solution-oriented—Strong problem-solving skills, able to find ways to make things work.
- Drive—Taking initiative and working with minimal supervision and direction. Performing all duties in a manner which encourages attainment of the campaign's goals.
- Attention to detail—and exceptional ability to follow through and meet deadlines.
- Technology savvy—Comfortable and proficient with computer technology (proficiency with Microsoft Office and possibly other programs/applications that apply to specific roles.) Able to learn new programs quickly.
- Sound judgment—Maturity, good judgment, strong decision-making and implementation skills.
- Professional personal appearance and demeanor.

Responsibilities of All Staff:

- Promoting a humane and caring attitude toward all animals and treating all animals with respect and compassion at all times.
- Working courteously and cooperatively with colleagues, other organizations, and volunteers.
- Ensuring superior customer service by promptly addressing concerns, demonstrating respect and empathy, and resolving problems on the spot during walk-in or telephone call situations.
- Willingness to assist with tasks outside of primary realm of responsibility, as needed, including animal care, adoptions, and events and always in a manner which demonstrates interest, care, and concern for the staff and public and animals we serve.
- Being alert to and providing information on success stories to appropriate team members.
- Participating in periodic team meetings to discuss current events, goals, and programs.
- Helping to ensure that all established procedures and policies are followed within the intended spirit of each.

Staff Requirements:

- Education/experience: Minimum education level of bachelor's degree preferred; relevant real-world experience will be considered as an alternative.

- Location: Live in Nevada or willing to relocate
- Able to work with and around animals
- Willing and able to travel
- Valid Nevada driver's license, clean driving record

Terms of Employment:

- Exempt position
- Daily reporting hours and days of the week may vary according to the needs of the department schedule. May be required to be on call on a 24-hour, 365-day basis. May include weekend, night and holiday work.
- Benefits include three weeks paid time off (for vacation and sick time), ten paid holidays, and individual medical insurance.
- There is no minimum period of employment that is implied or guaranteed. Additionally, this is a term position that will not outlast the duration of the campaign, which is planned for three years.
- Salary range: \$67,000 to \$74,000

Humane Network does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, volunteers, subcontractors, vendors, and clients.

How to Apply:

Send a one-page cover letter and a resume to: info@humanenetwork.org. Applications must be received by Nov. 6, 2017.

About the Campaign:

Maddie's® Fund and Humane Network, working with the support of the Dave & Cheryl Duffield Foundation, are launching a statewide campaign to revolutionize the well-being of cats and dogs in Nevada. The three-year project will create a sustainable safety net for cats and dogs through a two-pronged approach: increasing shelters' live-release rates to over 90% in every community and providing access to veterinary care in underserved urban and rural areas.

To do this, we will work closely with animal shelters, government agencies, rescue groups, other organizations and individual animal lovers to combine their strengths to achieve results. We will provide mentoring, networking, and data- and program-development opportunities. We will coordinate public events that celebrate pets and their adoption. We will provide targeted assistance to existing organizations to fill key gaps in lifesaving services. We will cultivate and support new and existing shelter and rescue group leaders. And we will do it all with fun and excitement that inspires and engages communities and individuals.

About the Community:

Humane Network is based in Reno, Nevada, *The Biggest Little City in the World*. A world-class tourist destination with a vibrant arts scene and year-round outdoor activities, Reno has something for everyone. Only 45 minutes away is Lake Tahoe and some of the country's best ski resorts. Reno is also

home to numerous hiking, biking, and kayaking options, as well as many casino-resorts and some of the nation's top special events: Burning Man, Hot August Nights, the National Championship Air Races and more. US News and World Report ranks the University of Nevada, Reno as a national Tier 1 university. The area is rapidly becoming a manufacturing and technology hub with Apple, Switch, and Tesla all opening major facilities. Reno rests at a comfortable 4,400 feet above sea level and gets more than 300 sunny days each year. Average high temperatures are 46 degrees in January and December (the coldest months) and 92 degrees in July (the warmest). Learn more at whyreno.org/livability. Note: For some positions, living in Las Vegas or rural Nevada may be appropriate.