

Social Media Coordinator for Maddie's® Nevada Campaign

Overview

The Social Media Coordinator reports to the Communications Manager and is responsible for helping establish the campaign's statewide social media presence, coordinating content, and fostering online engagement.

Specific Responsibilities of the Social Media Coordinator

- Create, adapt, and coordinate publishing of relevant content across social media platforms.
- Maintain regular publishing schedule and editorial calendar.
- Look for local, state, and national news and trends that can be used positively for campaign promotion.
- Screen, answer, and/or refer questions from the public via social media quickly.
- Identify ways social media can serve the campaign and set appropriate goals for engagement and conversions.
- Track social media statistics and look for trends in engagement and demographics.
- Provide feedback on what topics, information, and types of posts result in the most engagement online.
- Work with staff to coordinate in-person events and efforts with an online presence.
- Support staff in spotting and documenting success stories with strong social media potential.
- Work with partner and funder organizations for cross promotion.
- Provide exemplary customer service to online followers and friends.
- Support outreach efforts with live coverage of certain events and quick posting of outreach content.
- Stay on top of new social media platforms and emerging social media trends.
- Assist with and manage other tasks and projects as needed.

Specific Qualifications for the Social Media Coordinator

- Demonstrated ability to coordinate multiple social media channels.
- Extensive knowledge of different online platforms, their audiences, and uses.
- Eagerness to keep up with constant changes in digital marketing and willingness to learn/incorporate new tools as needed.
- Ability to create and repurpose online content across platforms.
- Passion for community building.



#ThanksToMaddie

- Ability to translate analytics into creative content choices.
- Perceptive editorial judgment and an instinct for creating a positive, inclusive tone.
- Ability to communicate effectively in spoken, written, and visual formats.
- Understanding of SEO and analytics.
- Ability to coordinate, prioritize, and organize content coming from multiple sources quickly.
- Degree in marketing, communication, or advertising a plus.
- Three or more years working professionally with social media a plus.
- Graphic design experience a plus.
- Photography experience a plus.
- Video editing experience a plus.
- Digital advertising experience a plus.
- Animal sheltering 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.
- Strong written and verbal skills.
- 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 ensure 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: \$55,000 to \$60,000
- *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 Feb. 10, 2018.

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.