

**MAUI HUMANE
SOCIETY Job
Description**

The Maui Humane Society is committed to building lifelong bonds between people and animals through education, community outreach and the prevention of cruelty.

Job/Position Title: Marketing Manager **Status:** Exempt **Date:** 9/14/20

Primary Purpose: Develops and manages marketing programs to support MHS objectives, leads a team in developing and implementing fundraising events, builds donor and supporter databases, advances brand through expanded social media presence, upgraded web presence and overall digital enhancement of all shelter and animal marketing. Manages the day-to-day marketing operations to include oversight of all social media platforms, direct mail campaigns, shelter communications and pet marketing promotion, distribution of printed and electronic newsletters and other marketing materials, development, management and promotion of annual signature events as well as unique fundraising events throughout the year. Works closely with and under the direct supervision of the Director of Development and Marketing (DDM).

Reports to: Director of Development and Marketing **Supervises:** Marketing & Communications Coordinator (1) and Pet Marketing Coordinator (2)

Essential Duties/Functions: (See Policies and Procedures Manual for specific details)

1. Builds marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan
2. In conjunction with the marketing team, develops marketing programs at the proposal stage and make recommendations on marketing tactics
3. Evaluates the impact of marketing programs in achieving their stated objectives
4. Partners with both the Development and Marketing teams along with other internal stakeholders, and external organizations and supporters.
5. Leads the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes
6. Determine the best ways to leverage our mission for revenue generation for both existing donors and prospective new donors
7. Expands and oversees creative email campaigns and content
8. Upgrade format of social media content to become more video-based,

engaging and relevant to

all cohorts, oversee all social media sites maintained by the Maui Humane Society. 9.

Manage all aspects of an event from pre-planning, determining resource needs, pre-event

marketing, on-site coordination, and post event follow up 10. Maintains a planning calendar that clearly distinguishes potential events, tentative events, and

confirmed events along with critical deadlines for other marketing initiatives 11.

Oversees and works closely with the Pet Marketing Coordinator in developing efforts to

highlight individual animals creatively through photography, writing and video as well as MHS programs and individual staff activities.

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1. Interacts with coworkers and volunteers in an efficient and courteous manner to ensure a

cooperative team environment amongst all departments. 2. Participates in disaster preparedness and response activities for the shelter and community as it

pertains to animal related needs. 3. Assist with training volunteers in related work

areas. 4. Responsible for keeping relevant work areas clean and organized. 5. Maintain

and promote a positive public image standard relevant to MHS. 6. Attend and participate in departmental and shelter meetings. Attend educational venues as

recommended/approved. 7. Report and correct any safety hazards or unsafe use of MHS equipment. 8. Other duties as assigned.

Working Conditions: Office in an air conditioned building. There is significant outdoor work involved, primarily as it relates to event management.

Equipment Used: Computer, tablet, copier, fax machine, cameras and phone.

Working Hours: This is a full time position requiring 40 hours per week. The typical work week is Monday-Friday from 8-4:30pm however flexibility is required to cover weekend and evening events, emergencies, or other MHS activities. This includes volunteer shifts at 24 hr Emergency Pet Shelters during County evacuations.

Mental Demands: Ability to multi-task and to work effectively under pressure due to conflicting demands is required. Must be flexible, highly organized, creative, and detail-oriented with the ability to set and meet deadlines. Able to prioritize job duties in a busy and constantly changing work environment. Must be able to work both independently while functioning in a team

environment with a positive, helpful and professional demeanor.

Physical Demands: Must be able to carry up to 50lbs, work outdoors in heat, must be comfortable being hands-on with domestic animals and sharing office space with animals on a daily basis. Expected to assist with animal handling and care during emergencies which can include overnight shifts.

Minimum

Qualifications:

- Bachelor degree in Marketing or Business Administration or related field preferred
- Three years of marketing experience in a performance-based position
- Proficiency with Microsoft Office Suite, Google Drive & Apps, Facebook, Instagram, Twitter, YouTube, TicTok, Vimeo, Adobe Suite, Constant Contact, Shopify, databases, Internet navigation and research
- Photography and video editing skills preferred.
- Excellent public relations skills. Ability to form and maintain professional relationships.
- Excellent verbal, written and observational skills.
- Experience developing and maintaining budgets.
- Professional in appearance and behavior.
- Must be a goal oriented self-starter with a willingness to go beyond prescribed work and time schedules to meet deadlines.
- Possession of a valid driver's license with a clean driving and criminal abstract.

General

Requirements:

- Must have a passion for animals and support the mission of the Maui Humane Society.
- Must treat animals humanely, with love and concern both on and off the job, and transmit these values to others.
- Positive attitude and team player a must!

Additional Qualifications that would benefit this position:

- Experience and success developing and implementing integrated marketing campaigns with measurable results
- Experience in developing and implementing fundraising campaigns and/or events
- Excellent leadership skills with management experience
- Strategic, analytical thinker with a positive, can-do attitude; Strong interpersonal skills
- High enthusiasm, creativity and desire to work on an innovative, fast-paced team
- Competence as a creative writer with an eye for great emails, newsletters and social media landing pages
- Strong project management skills
- Previous experience working in Marketing with a nonprofit agency is helpful
- Previous experience in animal related field or animal welfare experience is helpful