



**Maui Humane Society  
Job Description**

**Job/Position Title:** Marketing & Communications Coordinator/Graphic Design **Status:** Nonexempt  
**Date:** March 2022

**Primary Purpose:** Responsible for planning, creating, implementing, distributing and measuring the success of overall marketing and communications to ensure the fulfillment of the MHS mission. Working hand-in-hand with colleague, Marketing & Comms team members, while under the direct supervision of the Director of Marketing & Communications until the Marketing Manager position is filled.

**Essential Duties/Functions:**

1. Planning and communicating with staff from other departments, volunteers, fosters, adopters (potential & past), partners and any other community members or personnel to gather information and stories necessary to support MHS's mission, programs and animals which is then turned into marketing and communications materials through traditional and digital marketing channels
2. Responsible for creating promotional material including traditional and digital campaigns for all shelter activity, events, promotions, fundraising, support of programs, pets.
  - Inclusive but not limited to: eSignature, social media (posts and banners), website, homepage webtiles, signage/flyers, brochures, handouts, weekly enewsletter, print newsletter
  - This role is responsible for the creation of marketing materials, working closely with Marketing & Comms team members to utilize internal photos, content provided by staff/volunteers/fosters/adopters whenever possible
  - To be deployed on (but not limited to): Social media platforms such as Facebook, Instagram, Twitter, TikTok, YouTube; email marketing, traditional marketing channels (print newsletter, signage/flyers, brochures)
3. Proficient in Adobe Creative Suite, including Photoshop, InDesign and Illustrator
4. Working knowledge of typography, image sizing and cropping, composition and digital illustration
5. Working hand-in-hand with marketing colleague to align the goal/essence of the story alongside graphic design elements
6. Plan, develop and create content for social media platforms across different types of creative avenues (i.e. Stories, Reels, Videos, Carousels, etc.)
7. Responsible for managing the website, keeping it current in content, layout and compatibility (Wordpress). Ensures that the website is being used to effectively position the organization and market our programs and related events and activities in the community. Manage the website and create content (animal stories, resources, event promotions and news) with staff cooperation to highlight special funds, shelter efforts and supporter information.
8. Write and/or contribute stories that the community connects with for the weekly enewsletter, quarterly print newsletter
9. Write and/or contribute stories that the community connects with for the enewsletter and

- other publications
10. Respond to inquiries via social media, email, etc. and direct to appropriate departments. Answering public questions and providing resources as needed on social media platforms and through organization profiles, ensuring consistency in messaging.
  11. Extract and analyze reports and help in providing monthly report of marketing and communication materials
  12. Participate in 360 Meetings. Set up time with various departments to discuss needs of the departments and communication.
  13. Oversee production and distribution of general informational materials, including layout and production of brochures, booklets and flyers including the Pet Calendar Contest (including the build of the calendar), Adopter emails (Constant Contact), Adoption packets (InDesign/Publisher)
  14. Collaborates with team members and Development Department on event and campaign planning and delivery. Responsible for creation of special materials for events such as Wags to Riches, Pet Calendar Contest, Fur Ball, Golf Tournament, etc.
  15. Provides all content for and coordinates the design and total production of the MHS print newsletter.
  16. Document animals, people and events for shelter use via photography and video as needed
  17. Keep current with best practices regarding branding, content and social media marketing.
  18. Create a weekly e-newsletter (requires knowledge of Constant Contact and e-marketing). Export Adopters from PetPoint on a weekly basis to grow our eNewsletter database
  19. Work with partners to promote and manage social share fundraising and partnership campaigns (e.g., Wags to Riches, Pet Calendar Contest, Seasonal fundraising)
  20. Manage social media messaging including the social calendar (Asana) and Hootsuite/Meltwater/Facebook in tandem with Marketing colleague.
  21. Answering public questions and providing resources as needed on social media platforms and through organization profiles, ensuring consistency in messaging.
  22. Manage online retail shop on Facebook and website, updating inventory and products as needed. Also, create new retail designs to be sold online and in MHS store.
  23. Potential of developing relationships with our Animal Aloha Partners. Interviewing, communicating and understanding their needs to then promote on various marketing channels
  24. Coordinate with the Donor & Database Specialist to track online-generated revenue
  25. Analyze web and social media insights and report findings to Director of Marketing & Communications
  26. Provides direction, coordination, technical assistance and resource material to assist all staff with the marketing, communications and positioning of their activities and departments including events.
  27. Responsible for supervision and oversight of related volunteers.
  28. Presents a positive and professional image of the Maui Humane Society to the public.
  29. Participate in disaster preparedness and response activities for the shelter and community as it pertains to pet-related needs.
  30. Interacts with co-workers and volunteers in an efficient and courteous manner to ensure a cooperative team environment amongst all departments.
  31. Attend and participate in department and shelter meetings, including bi-weekly HASS meetings. Attend educational venues and webinars as recommended/approved.
  32. Address and/or report an safety hazards or unsafe use of MHS equipment
  33. Other duties as assigned.

**Working Conditions:** Shared air conditioned office space with computer and internet access with required programs. Outdoor and shelter wide work is also required. Travel to and from shelter to

offsite and events will be required. This position is NOT remote.

**Equipment Use:** DSLR, Telephone, computer, copier, and other related office equipment. Requires use of personal and company vehicles. Animal care, handling and restraint equipment.

**Work Hours:** This is a full time position that requires flexibility as attendance at events and other functions will require weekend and/or evening work.

**Mental Demands:** Position requires self-starter ability to work independently and as a team. This is a high paced position and department that requires adaptability and flexibility. Position requires excellent communication, public writing and speaking skills, as well as a high level of organization and collaboration. Must have ability to multitask, time-management, prioritize and organize tasks etc. Must be able to handle basic supervision of volunteers. Must have adequate judgment and self-confidence to handle questions and issues from the public. Must be punctual and able to remain professional under stress. Must be able to handle feedback and adjust accordingly. You will be working hand-in-hand with your colleague and supervisors. Must be able to handle seeing animals in harsh conditions. Must be able to handle difficult situations, stories and respond professionally.

**Physical Demands:** This position involves desk and computer work. Position will include (car) travel back and forth between shelter and off-site location as well as venues and some lifting. Must be able to work at a fast and efficient pace. Ability to safely handle and control animals of all kinds.

**Qualification Requirements:**

- High school graduate.
- Excellent writing/editing, verbal communication and public relations skills.
- Must love animals and align with Maui Humane Society values and mission
- Must have the ability to create visually appealing and informative materials.
- Must have ability to create visually appealing and informative materials. Strong knowledge of graphic design and layout experience including Adobe Creative Suite (including InDesign, Photoshop, Illustrator; Premiere Pro & Rush is a plus) knowledge of web content management (Wordpress), knowledge of social media management, Google Analytics and Facebook Insights.
- Experience with creating content and measuring results on Facebook, Instagram, Twitter, TikTok, YouTube
- Past knowledge of PetPoint is a plus
- Must be able to organize and deploy messaging quickly for multiple campaigns and work well under pressure with tight deadlines
- Demonstrated interpersonal relationship skills to include building alliances
- Professional in appearance and behavior.
- Possession of a valid Hawaii Driver's License with a clean driving and criminal abstract.

**General Qualifications:**

- 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.
- Must adhere to all local laws regarding personally owned animals
- General knowledge of pet behavior and care. Ability to work with all kinds of animals in a safe and responsible manner.
- Self-starter, able to work independently; enjoys creating and implementing new initiatives. Positive attitude a must!

**Additional Qualifications that would benefit this position:**

- Education and practical experience in communications and marketing with major experience graphic design
- Experience with web content management and strategy and social media marketing
- Experience in nonprofit development
- Experience in the animal welfare field