



# Young-Williams Animal Center

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Marketing and Communications Director

Young-Williams Animal Center (YWAC) seeks a creative and strategic innovator to lead the organization in its mission to end pet homelessness, promote animal welfare and enhance the human-animal bond. The next leader will champion the vision by developing collaborative partnerships and engaging stakeholders while supporting and leading the marketing department. The position has the opportunity for an imaginative thinker to try new marketing tactics and stretch beyond local impact.

## Overview

This integral role will be responsible for overseeing the implementation of YWAC's strategic communications plans, including marketing, public relations, social media, special event, and advertising efforts. The Marketing and Communications Director also engages in the research, planning, implementation, and evaluation of all community outreach activities necessary to build awareness of YWAC's mission, vision, programs, services, and achievements in the community.

## Responsibilities

- Sets goals, leads strategy, and executes budget for YWAC branding, marketing, public relations, community outreach and all communications efforts.
- Develops, implements, and drives the success of long-range and annual strategic communications and marketing plans.
- Works with CEO on approval of communications strategy and prioritization of tactics as they align with strategic goals.
- Collaborates with CEO, Development department, Moxley Carmichael public relations counsel and all staff and volunteers as needed.
- Monitors and ensures consistent branding of YWAC across all public communication.
- Maintains relationships with news media and other strategic partners, vendors, and sponsors.
- Manages all paid, earned, owned and social media placements, including proactively pitching news media stories; coordinating topics and content for weekly appearances and in-kind placements; and managing media inquiries and crisis communication needs as they arise.
- Supports planning, implementation, and promotion of special/fundraising events, including but not limited to Mardi Growl.
- Monitors and observes economic, political, or competitive events or trends that can impact the organization.

- Provides reporting and analysis of progress toward goals, including but not limited to earned media coverage, advertising and digital reach, social media engagement, website traffic and analytics, etc.
- Represents YWAC at community, public and professional meetings, and events; as part of professional associations; and handles public speaking engagements and presentations as needed.

### **Qualifications and Required Skills**

- 5-8 years of marketing leadership experience.
- Demonstrated experience and/or thorough understanding of marketing, public relations, media relations, community relations, event planning and general business principles.
- Proven ability to develop a strategy in support of business objectives, execute budget and manage team members and resources.
- Expertise in social media strategy and management.
- Enthusiasm for nonprofit and/or animal welfare work.
- Desire to thrive in a collaborative culture and bring positive energy to the team.
- Ability and interest in serving as a “face” of the organization through public speaking and media interviews.
- Strong listening and analytical skills.
- Excellent written and verbal communication skills.
- Ability to be self-directed and resourceful.
- Strong organizational skills and attention to detail.
- Ability to multi-task and work under tight deadlines on numerous projects.
- Basic understanding of graphic design and website management.

### **AAP/EEO STATEMENT**

Young-Williams Animal Center provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, gender, color, religion, sex, national origin, sexual orientation, age, disability, or genetic information.

### **Salary**

\$70,000- \$80,000

### **To Apply**

Please email an updated resume and personalized cover letter sharing one example of an innovative marketing strategy that you created and implemented to [YWACHiring@gmail.com](mailto:YWACHiring@gmail.com).