



## **Social Media & Promotions Coordinator Job Announcement**

**Friends of the Animal Shelter (FOTAS) is a non-profit organization that was formed in 1990 to support the programs of the [Jackson County Animal Shelter](#).**

**OUR VISION:** FOTAS strives for a time when all cats and dogs in Jackson County have a responsible owner or caretaker.

**OUR MISSION:** FOTAS is dedicated to the well-being and adoptability of animals at the Jackson County Animal Shelter. It also supports programs promoting the humane treatment of homeless cats and dogs in the community.

### **Position Description:**

**Reports to:** Executive Director

**Part time, hourly, nonexempt position. 20 hours/week \$20-\$25/hour DOE**

**This is a one year appointment which may be renewable upon program evaluation**

**Summary:** Working in partnership with the Publicity Committee, the Social Media & Promotions Coordinator is responsible for coordinating Friends of the Animal Shelter's social media channels. This position will create meaningful content that clearly communicates the FOTAS mission, focusing on targeted outreach campaigns focusing primarily on the following: adoptable animal promotion, foster recruitment, and volunteer recruitment. The position is responsible for maintaining a unified voice across all social platforms, coordinating promotion of programs organization-wide, staying current on industry trends, reviewing analytics and creating reports on key metrics.

**Duties of the Social Media & Promotions Coordinator include, but are not limited to:**

- Moderation and content creation for FOTAS' social media channels
- Design content that will increase adoptions of Jackson County Animal Services dogs and cats, recruit new volunteers and foster families, and promote responsible pet ownership
- Coordinate with volunteers/foster families/JCAS staff to create adoption/foster profiles and success stories
- Expand social media followers and likes

- Pursue earned media opportunities by connecting with local and regional news channels' social media sites.
- Work with the Volunteer Services Manager to develop volunteer recruitment campaigns
- Serve on Publicity Committee; work with committee members to develop campaign graphics/messaging
- Network and establish relationships with animal welfare organizations/breed specific rescue social media pages
- Join Facebook groups to promote events and foster/adoption/volunteer opportunities
- Promote special events and fundraisers
- Keep track of social analytics and growth & researching latest updates/changes
- Keep track of current trends, memes, etc. to create timely relevant social media posts
- Increase shelter's responsiveness to social media communications in order to foster and build relationships with our online community

#### **Social Media Coordinator Qualifications / Skills:**

- Passion for and familiarity with all major social media platforms and social media management tools
- Proficiency with video and photo editing tools, digital media formats
- Ability to understand trends in the digital content and social media space
- Strong copywriting and copy editing skills
- Excellent oral and verbal communication skills
- Impeccable time management skills with the ability to multitask
- Detail-oriented approach with ability to work under pressure to meet deadlines