



MARKETING SPECIALIST

Job Announcement

Attention experienced animal lovers! The NOAH Animal Center is hiring a full-time Marketing Specialist. Join our fun, fast-paced, and professional environment, where you can help save the lives of homeless dogs and cats through our high-quality, low-income spay and neuter programs, family-friendly pet adoptions, humane education, and volunteer programs. It's an excellent opportunity for someone who enjoys being a compassionate and supportive leader to volunteers, loves animals, and wants to help The NOAH Center achieve our mission of finding homes for animals and reducing pet overpopulation through low-cost spay/neuter.

Job Summary

The Marketing Specialist is responsible for providing marketing materials for the organization. This position maintains the website and all social media platforms, providing accurate information to our supporters and customers. The Marketing Specialist creates all printed materials, including brochures, signs, event materials, mailings, and the annual report. This position also develops and maintains all email newsletters and advertisements. The Marketing Specialist designs or creates graphics for specific commercial or promotional needs, such as packaging, displays, or logos. This position helps with fundraising event planning, procurement, campaign assistance, and overall support to the Development & Marketing Department. The NOAH Center's branding guidelines will be maintained and updated as needed.

The Marketing Specialist must support The NOAH Center's mission, philosophies, and practices. Superior customer service, consistent humane handling of animals, and fundraising are priorities for every staff member and volunteer at The NOAH Center. Performs duties safely and professionally in accordance with The NOAH Center's Code of Conduct.

Job Duties

- Works with department directors to create all promotional materials as needed.
- Develops all signage and printed materials for the organization.
- Use computer software to generate new images.
- Create designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts.
- Develop graphics and layouts for product illustrations, company logos, and Web sites.
- Maintains the website to ensure all content is current and easy to navigate. Updates pictures and videos as needed to keep a fresh look.
- Manages all social media sites to promote organization needs. Responds to posts and messages on social media with accurate information professionally and courteously, utilizing exceptional customer service.
- Develop all content for email newsletters, campaigns, and promotions.
- Creates all graphics for promotional needs (packaging, labels, displays, logos).
- Works with the media and third-party vendors to create good-quality pictures and promotional videos.
- Creates press releases and distributes them to appropriate media outlets.
- Assists in the development of annual appeals and year-end giving programs
- Assist the development team in fostering positive relationships with donors, volunteers, venue management, and vendors.

Development Events

- Oversees third-party fundraisers & small events. This could include farmer's markets, fairs, garage sales, and community events.
- Works with the Human Resource Specialist to coordinate a team of event volunteers.
- Assist with procuring various desirable auction items for large fundraising events.

- Attends and provides support as needed to all fundraising events. Focuses on the design and marketing materials.
- Works with AV vendor to ensure all visual content is accurate and presented as intended.

MINIMUM QUALIFICATIONS

- Must be 18 years of age
- Must meet all the requirements in The NOAH Center’s WSP WATCH Background Check Policy.
- Minimum two-year associate degree with an emphasis in communications, graphic design, marketing, or a related field
- Minimum two years of experience in graphic design
- Must have one or more years of experience in Marketing, Sales, or Fundraising Event experience
- Event or fundraising experience preferred
- Proficient in Microsoft Office Suite
- Proficient with Adobe Creative Suites software
- Proficient with web design
- Video editing experience is preferred
- Leadership ability with exemplary interpersonal, verbal, listening, and written communication skills
- Open, friendly, and comfortable with diverse groups.
- Capable of directing and working effectively with donors, volunteers, and staff in a wide range of activities in a fast-paced environment
- Self-motivated and able to work both independently and with a team.
- Possess superior organizational skills and the ability to prioritize, problem-solve, and multi-task.

SALARY, CLASSIFICATION, SCHEDULE, & BENEFITS

Salary:	\$26.00 - \$30.00 hourly
Classification:	Non-Exempt, Regular, Full Time
Schedule:	Varies, will include weekend and evening work
Benefits:	Medical & Dental insurance, paid sick leave, paid time off, holiday pay & retirement options (Once eligibility requirements are met)
Reports to:	Development & Marketing Director
Reporting Staff:	Volunteers

INSTRUCTIONS FOR APPLYING

MUST BE AVAILABLE TO WORK WEEKENDS

Please submit a cover letter, resume, and marketing portfolio samples to:

Jeff Howe, Human Resource Specialist

Email: volunteer@thenoahcenter.org

Mail: 31300 Brandstrom Road Stanwood, WA 98292

I appreciate your interest in working for The NOAH Center!

The Noah Center is an equal-opportunity employer. This position description reflects the assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned. It in no way states or implies that these are the only duties to be performed by the employee occupying this position. The Noah Center reserves the right to revise or change job duties and responsibilities as the need arises and business requires. This document does not create an employment contract, implied or otherwise, other than an "at-will" relationship.