



# HUMANE SOCIETY

of sonoma county

Santa Rosa & Healdsburg

**Job Title:** Digital Marketing Specialist

**Department:** Communications

**Classification:** Hourly, Non-Exempt

**Salary Range:** \$19 - \$25/H DOE

**Location:** Santa Rosa

**Hours:** 30-40/wk.

**Reports To:** Development &  
Communications Director

## SUMMARY DESCRIPTION

The Digital Marketing Specialist (DMS) is responsible for all aspects of HSSC's social media and email communications, as well as our complementary collateral presence in radio and print media. The DMS is responsible for consistently and professionally articulating our mission and vision in keeping with our positive, proactive, community-based, animal-centered brand, with the dedicated purpose of increasing our online presence, improving our digital marketing, raising public awareness, and growing public support for HSSC. The ideal candidate thrives in a fast-paced, dynamic environment and works both independently and collaboratively within a small, close-knit department. This position collaborates closely with the Communications Team (Graphic & Web Designer and Grants & Content Manager) and reports to the Director of Development and Communications. This is an on-site shelter-based role.

## KEY RESPONSIBILITIES

- Work closely with the Director of Development & Communications and with the Grants & Content Manager to develop a digital marketing strategy for the organization, including special events and campaigns.
- Coordinate and implement overall content strategy and management of social media platforms – Instagram, Facebook, Twitter, LinkedIn, YouTube, TikTok and other strategically relevant online channels.
- Collaborate with the Communications Team and our calendar of current and ongoing programs, campaigns and events, generate, edit, publish, and share inspiring, unique content that is consistent across all platforms, builds meaningful connections, educates the public and encourages engagement by our followers.
- Oversee all social media content scheduling, publishing, moderation and ongoing engagement.
- Oversee creation and publication of our monthly eAnimail newsletter.
- Contribute images and written content, including animal bios, adoptions and shelter med stories, for email and social media communications, classified ads, weekly radio promotions and our semi-annual North Bay Pets magazine.
- Participate on the air in weekly radio spots as needed.
- Maintain a contact list of print, radio and on-line reporters and regularly send story ideas and press releases.
- Hold primary responsibility for taking and editing photos and videos of shelter animals and activities for use across all our communications platforms, secure photo and video release forms as needed, produce live social media broadcasts as needed, and assist in coordinating on- and off-site professional photo shoots.
- Coordinate with Community Engagement Manager for B2B cross-promotional opportunities.
- Manage, prioritize and implement social media requests from HSSC departments and programs, participate in brief, regular meetings with department and program leads on pending needs, share SOPs and HSSC protocols.



- Coordinate with Development Team and Community Engagement Manager to monitor social media fundraisers and donors and track social-based peer-to-peer fundraising.
- Maintain our image libraries, including general archives and project-specific collections.
- Collaborate with the Director and Team on audience growth strategies for our digital platforms.
- Monitor, maintain and report performance metrics for social media and email platforms.
- Recruit and coordinate select staff and volunteers to assist in collection of high-quality images and content for digital marketing purposes.
- Recruit volunteer “influencers” to help raise general awareness and promote specific campaigns.
- Monitor trends in digital communication and help us incorporate best practices.
- Maintain professional, respectful and courteous relationships with co-workers, community partners and the public at all times.
- Perform other duties as assigned, including participation in HSSC special events.

## **Qualifications & Experience**

### ***Required Qualifications***

- Understand the HSSC voice and persona, mission and vision to incorporate them consistently and effectively into daily digital communications.
- Excellent communication skills – both written and verbal – and ability to convey compelling, engaging HSSC stories.
- Three to five years’ experience using social media platforms including Facebook, Instagram, LinkedIn, TikTok and YouTube.
- Experience with or ability to readily master Constant Contact email platform.
- Experience with or ability to readily learn to interface with a donor database.
- Proficiency in social media account management and content creation tools on desktop and mobile devices.
- Proficiency with MS Office products.
- Excellent time management skills and ability to multitask in a fast-paced, deadline-driven environment.
- Comfort and ability to work with animals for the purpose of content creation.

### ***Preferred Qualifications***

- Experience using image editing tools such as Photoshop and/or Canva.
- Experience with DonorPerfect
- Experience with WordPress or similar website platform.
- Experience with donor relations and/or communications.

### ***Required Experience & Education***

- Three or more years of relevant professional experience.
- A bachelor’s degree.

Please include links to any blogs and/or social media accounts you manage, and upload 3-5 writing samples demonstrating your ability to represent the voice of an organization and your creativity.

Please review the HSSC web site and social media before applying and submitting your samples:

<https://humanesocietysoco.org>

Facebook: @sonomahumane, and Instagram/TikTok/YouTube: @humanesocietysoco



**PHYSICAL DEMANDS AND WORK ENVIRONMENT**

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Must be able to interact with animals.

- Must be able to sit at a desk for significant periods of the day.
- Must be able to do phone or computer work for blocks of time.
- Must be able to interact with animals.
- Must be able to communicate effectively (speak and listen).
- Must be able to lift and move paperwork and files, up to 30 pounds.
- While performing the duties of this job, the employee is regularly required to sit; stand, walk, use hands to handle objects/operate keyboards and telephones; reach with hands and arms; talk and hear.
- Specific vision abilities required by the job include close vision, distance vision, depth perception, and the ability to adjust focus.

**Work environment:**

Usually quiet, though office foster dogs are common. with some exposure to moderate noise levels (such as barking).

**NOTES**

Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time and the employee is expected to adhere to all company policies. The above information is representative of the work performed in this position; however, it is not all-inclusive. The omission of a specific duty or responsibility does not exclude it from the position if the work is similar to or related to the essential duties and responsibilities.

I have read and understand this explanation and job description and am able to perform all duties contained herein.

\_\_\_\_\_  
Employee Name

\_\_\_\_\_  
Supervisor Name

\_\_\_\_\_  
Signature

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Signature

\_\_\_\_\_  
Date

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Date