



Humane Society of Sonoma County Job Description: Web & Graphic Design Assistant

The Humane Society of Sonoma County, with a longstanding tradition of giving hope to homeless animals, seeks to hire a **Web & Graphic Design Assistant** based at our Santa Rosa campus. This is an exciting, expansive opportunity to work for an organization voted Best Animal Adoption Center with the Best Charity Event in Sonoma County! We are dedicated to bringing people and companion animals together for a lifetime of love. Serving our community since 1931, the Humane Society of Sonoma County is a donor supported safe haven for animals. If you'd love to dedicate your mad marketing skills to saving animals and creating bright happy futures, we'd love to talk with you!

SUMMARY DESCRIPTION

Our **Web & Graphic Design Associate** manages, updates and maintains our organization's public-facing website. You'll also plan, create and execute graphic layout and design of communications and promotions for our programs, services, fund raising and events. Responsibilities include assisting with creation of written content for all our marketing and communications platforms. You will plan and oversee photo shoots and videography. Our WGDA is passionate about animal welfare, has a clear, heartfelt understanding of our mission and envisions their work in that context. While self-directed, engaged and highly motivated, the WGDA is extremely collaborative and brings insight, good humor and positive, supportive energy to the team.

You will report to the Marketing & Communications Manager and work closely with the Development team. This is an hourly, 30-hour/week position with full benefits, based at our Santa Rosa campus (this is not a remote work position.) Pay is competitive and commensurate with experience.

KEY RESPONSIBILITIES

- Design, produce, distribute and archive/manage all digital assets and collateral print assets, including logos/branding, photos/video and final editions of internal and external communications and promotional pieces across all platforms, including social media, website, email and our semi-annual donor magazine, North Bay Pets.
- Manage and maintain, design and develop all web assets, including but not limited to all web pages, class and camp registration pages in collaboration with Training and Education staff, and special event and special donation pages in collaboration with the Development Team.
- Create content that reflects and advances our mission and brand, demonstrating awareness of shelter/rescue culture and respect for the diversity of our community, the relationship between people and animals, and the inherent dignity of the animals themselves.
- Create branded resources such as letterhead, signage/presentation templates and email signatures for leadership and staff, providing training in use as needed.
- Provide outstanding customer service to leaders of all HSSC departments and programs, and thoughtful, timely communication to fellow staff.



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- Multitask like a champ and organize, prioritize and manage numerous incoming requests for service with respect, patience, creativity and can-do spirit.
- With the Marketing Manager, oversee marketing volunteers assisting with photo/video and other content.
- Research and monitor trends in web and graphic technology, tools and applications, recommending advances for HSSC as appropriate and feasible.
- Monitor and report on performance of HSSC web platform measured against best practices and benchmarks for our industry.
- And yes, of course, other related duties as required.

REQUIRED QUALIFICATIONS

- Strong visual design skills a must, plus experience writing marketing/communications content.
- Proficient in Adobe Creative Suite (Photoshop, InDesign and Illustrator).
- Proficient with WordPress web platform and/or a basic understanding of HTML and CSS.
- Working knowledge of and preferably proficiency in Event Espresso 4.
- Exceptionally well organized, with strong time management skills, with the ability to prioritize multiple competing requests and deadlines based on a clear understanding of short- and long-term objectives and goals.
- Skilled in balancing creative collaboration with our small, close-knit team, and independent, self-directed project-focused work.
- Skilled in interpersonal communication, including active listening and receptiveness to feedback/editing.
- Ability to interact comfortably, safely and appropriately with shelter animals for the purpose of creating marketing content.
- Amenable to flexible scheduling as needed to accommodate occasional evening/weekend assignments as required for events.

PREFERRED QUALIFICATIONS

- Proficient in Microsoft Office products and Office 365.
- Experienced in coordinating field photography and videography.
- Experienced in the nonprofit/shelter/rescue setting, as a volunteer or employee.



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REQUIRED EXPERIENCE & EDUCATION

- One to three years relevant professional experience.
- Bachelors or Associate Degree in English, Communications, Marketing, Design or a related field.

PHYSICAL DEMANDS & 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.

The work environment is usually quiet, with some exposure to moderate noise levels (such as barking dogs).

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 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.



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Employee Name

Manager Name

Signature

Signature

Date

Date