



## **Marketing & Development Coordinator**

Full-Time, Nonexempt; Reports to Director of Development & Marketing

Put your compassion into action! Animal Rescue Corps is seeking a conscientious and diligent full-time **marketing & development coordinator** to join our small but growing team. Our ideal candidate is passionate about animal protection, detail-oriented, a strong writer, and wants to help and inspire people to help animals. This is a very special opportunity for the right person to be part of changing the lives of animals and raising awareness around animal issues on a large scale. To apply, please send a cover letter and resume to [giving@animalrescuecorps.org](mailto:giving@animalrescuecorps.org)

**About:** Animal Rescue Corps was founded in 2010 with the mission to end animal suffering through direct and compassionate action, and to inspire the highest ethical standards of humanity towards animals. We take direct action in three ways. First, we conduct emergency rescues of animals who fall victim to abuse and disaster. Second, we offer interventions to move high-risk and at-need animals from low-adoption shelters into high-adoption regions and offer other critical assistance to in-need shelters and communities. Third, we raise public awareness of animal suffering, and we offer training for animal shelters, professionals, civilians, and volunteers. We are headquartered in the Washington, DC area and operate a Rescue Center outside Nashville, TN.

This is a nonexempt 40-hour/week position with an hourly rate of \$15-\$18 per hour, depending on location and experience. This position is remote from a home office. This position is eligible to accrue a competitive benefits package with sick, vacation, and holiday time, pet-sitting stipends for business travel, and a health reimbursement program. An ARC laptop for business purposes and a VoIP number or cell phone for business calls will be provided.

## **MARKETING & DEVELOPMENT COORDINATOR JOB RESPONSIBILITIES**

### **Marketing - 60%**

- Maintain the website (WordPress) with edits, additions, and updates to content; coordinating with web volunteers and consultants as needed
- Contribute to ARC marketing communications, including drafts (written) and edits (written, photo, video) for social media platforms, web, email marketing, and collateral; ensure that rescues are summarized and added to Operation Highlights online; execute before and after story outreach and drafts
- Support the organization and tagging of photos and other content internally

- Help create, post, schedule, and upload content to social media channels and website
- Maintain the ARC online shop; coordinate on demand printing as needed
- Support with Canva design or Constant Contact email marketing as requested
- Liaise with program staff and volunteers for stories and content; interview donors, volunteers, and issue experts to draft features and blog content
- Coordinate the creation of the annual ARC merchandise calendar
- Respond to social media / web comments and messages and to general email inquiries

### **Individual Giving & Donor Stewardship - 25%**

- Generate, personalize, send, and track tax receipts, acknowledgments, info packs, and welcomes; coordinate annual tax receipts for monthly donors
- Contribute to written development communications, drafting cross-channel content for supporters and donors including acknowledgment letters, impact reports, grant proposals, and other development communications as requested
- Respond to donor inquiries by phone, email, and mail
- Steward and cultivate the monthly giving program
- Verify employee matching gifts
- Execute stewardship projects and tasks as assigned, sometimes utilizing volunteer support
- Coordinate mailings, both internally and externally, supporting copy, generating and scrubbing mailing lists, and coordinating with print vendors if necessary
- Coordinate donor recognition projects and donor benefit structures
- Maintain and improve the donor CRM (currently DonorPerfect), online giving platform (currently GiveCloud) and email marketing platform (currently Constant Contact)
  - Regular imports; data entry as needed, edits and updates to donor records
  - Reports, queries, and lists as requested
  - Creation of new donation forms, codes, etc.
  - Deduping and other database maintenance projects

### **Special Events - 15%**

- Support and coordinate ARC fundraising, marketing, and third party donor events
- Coordinate the annual Rescue Run event, virtual and in-person components, especially:
  - With DoD and graphic design support, create and maintain sponsorship deck
  - Research, build, and cultivate relationships with and solicit corporate sponsors for the event; ensure all sponsor benefits and recognition are fulfilled in a timely manner.
  - Maintain the event platform (currently RunSignUp) by setting up events, managing data, and executing email marketing through the platform
  - Crosspost and market the event externally
  - Support event logistics as needed

## **Other Duties as Assigned**

### **Our ideal candidate has:**

- Passion for animal protection
- Strong attention to detail; candidate must practice precision and accuracy
- Strong writing and proofreading skills; excellent command of the English language
- Ability to represent ARC professionally, appropriately, politely, and compassionately, conveying ARC's mission and talking points, when interacting with a diverse group of donors, volunteers, and other stakeholders; strong interpersonal communication skills
- Motivation; ability to meet deadlines and work in fast-moving situations
- Maturity of judgment and a very strong ethical sense to handle confidential and sensitive gift and donor information appropriately
- Tech savviness and the ability to learn, utilize, and refine multiple platforms

### **Education and Experience Requirements:**

- 2-3 years of related work experience (especially in fundraising, events, marketing, or admin)
- Demonstrated experience with diverse technology platforms
- Fluency and demonstrated experience with word processing software
- Proficiency with technology and major social media platforms; familiarity with DonorPerfect, RunSignUp, Constant Contact, Canva, WordPress, and Google Workspace or similar a plus; willingness and ability to learn a must

### **Physical and Working Requirements**

- Some evening, weekend, and holiday hours as needed. A flexible schedule is possible.
- This office observes COVID-19 protocols; employees are required to be vaccinated when spending time on site.
- Ability to spend extended hours in front of a computer screen.
- Ability to quickly synthesize information from calls, messages, online photos, and emails.
- The ability to print, scan, store some ARC materials (stationary, collateral, etc.), access the internet, and work in a quiet and secure space.
- If working outside Middle Tennessee, the ability and willingness to travel occasionally to the Gallatin region, up to three times per year.

Animal Rescue Corps is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.