



RedRover Job Announcement

Position Title: Communications Coordinator
Job Type: Full-time, Non-Exempt (35 Hours per Week)
Job Location: Sacramento, California
Starting Annual Salary Range: \$45,000 - \$55,000

Benefits: Medical, Dental, Vision, Life insurance for employee the first day of the month following 60 days of full-time employment; Vacation, Holiday and Sick time accrued, beginning the first day of employment. Effective after one year of active employment, 7% employer-paid Simplified Employee Pension (SEP) with immediate vesting and annual Companion Animal Allowance to help pay for family veterinary emergencies.

The mission of RedRover is to bring animals out of crisis and strengthen the bond between people and animals through emergency sheltering, disaster relief services, financial assistance and education. RedRover accomplishes its mission by engaging volunteers and supporters, collaborating with others and maximizing the use of online technology.

Based in Sacramento, California, RedRover operates programs for animals in crisis or in need across the nation and is well known for its three main programs: RedRover Responders shelters and cares for animals displaced by natural disasters and other crises, such as criminal seizures and hoarding cases, in the United States and Canada; RedRover Relief provides financial and emotional support to Good Samaritans, animal rescuers and pet owners to help them care for animals in life-threatening situations and resources to help victims of domestic violence escape abusive environments with their pets; and RedRover Readers helps children explore the bond between people and animals through stories and discussion in a unique community-based literacy program.

Summary: Under the guidance of the Director of Communications, the Communications Coordinator shall: implement communication strategies, track and analyze communication and marketing data and assist in the creation and coordination of social media content and graphic design. The Communications Coordinator is a key member of the Communications, Marketing, PR and Development Team, composed of staff members who work closely together to ensure integrated communications, fundraising, public relations and marketing objectives are on track and messaging is consistent with the organization's brand and mission across multiple channels.

Essential Duties and Responsibilities: include the following. Other duties may be assigned.

List of Functions:

- In partnership with the Director of Communications, Public Relations Specialist and Education and Marketing Coordinator, implement communication and marketing strategies to deliver content that is relevant, compelling and builds a sense of connection through a variety of communication channels, including email, social media and website.
- Track and analyze communication and marketing data through Google Analytics and other platforms, and report out on key performance indicators.
- Maintain communication calendars and track projects using the project management software, like Asana.



- Work with the communication team to create visually engaging social media (Facebook, Instagram, YouTube and Twitter) content and other content as needed.
- Work with Director of Communications and Director of Development to implement marketing and fundraising strategies for segmentation/targeting, lead generation/list growth and test and modify strategies to achieve targeted engagement and conversion rates.
- Work with the team to ensure consistent branding and messaging and maximize the integration of communication, marketing, fundraising and paid and unpaid media strategies across all channels.
- Work closely with vendors and staff to maximize Google Adwords, SEO and website optimization.

Qualifications:

A bachelor's degree in marketing or communications or other relevant area with two years of communications experience is preferred for this position. The Communications Coordinator is expected to exhibit truly exceptional interpersonal communication skills and build and maintain excellent relationships with staff as well as outside vendors and other constituents. The Communications Coordinator should be a conscientious team-player, and be able to think interdependently, balance and prioritize multiple tasks in a fast-paced work environment while maintaining a positive, professional attitude. The Communications Coordinator is expected to have high analytical skills, attention to detail and the ability to strive for accuracy and precision, be able to follow and implement directives; and, at the same time, be flexible, creative, independent and self-motivated. Knowledge and experience with graphic design, photography and video software preferred, such as: InDesign, Canva, Photoshop and other Adobe Suite software. Lastly, he or she should be highly organized and able to work with minimal direction or supervision and be vigilant and inspired to seek and create opportunities.

Additionally, affection for animals, concern for their welfare and a willingness to accommodate animals in the workplace is required. Ability to occasionally work on weekend days and travel across the United States and Canada is required. Must maintain constituent (donors/volunteers/directors/employees) confidentiality and possess a valid California driver's license, car insurance and reliable transportation.

This position requires a diligent effort to promote, protect and enhance the reputation and image of RedRover and its brand attributes: **Caring, Respected, Unwavering, Inspirational, Vigilant.** Attitude and behavior should attempt to elicit a favorable reaction from the membership, volunteers and the public and align with our mission and brand. A passion for helping animals and people is also essential.

Supervisory Responsibilities: None.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience: Bachelor's degree in marketing or communications or other relevant area with at least two years of communications experience is preferred.



Language Skills: Ability to read and interpret documents such as safety rules, operating and maintenance instructions and procedure manuals. Ability to write routine reports, and correspondence. Ability to speak effectively before groups of customers or employees of the organization.

Mathematical Skills: Ability to analyze marketing data and reports. Ability to add and subtract two digit numbers and to multiply and divide with 10's and 100's. Ability to perform these operations using units of American money and weight measurement, volume, and distance.

Reasoning Ability: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills: To perform this job successfully, an individual should have knowledge of Internet software and the Microsoft Office Suite of products. Knowledge of basic office equipment should include: Internet and email, copy machines and telephone. Within six months, an individual will need to show competency in use of Salesforce (CRM system), Engaging Networks (email marketing), Google Analytics, Google Apps, Asana (project management), Canva and other design programs.

Certificates, Licenses, Registrations: A current driver's license and proof of auto insurance are required.

Physical and Emotional Demands: The physical demands 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. The inability to cope with a stressful work environment does not constitute a protected disability.

While performing the duties of this job, the employee is frequently required to sit. The employee is frequently required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl and talk or hear. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment is usually quiet.

Application Instructions:

Please email cover letter and resume to employment@RedRover.org with "Communications Coordinator" in the subject line. Position will remain open until filled. Please follow these application instructions as only complete submissions will be reviewed and considered.