



Marketing and Development Coordinator Job Announcement

Position Title: Marketing and Development Coordinator

Job Type: Full-Time, Non-Exempt

Salary: Depends on Experience

RedRover is looking for an upbeat, dynamic Marketing and Development Coordinator. The right candidate will have exceptional communications skills, attention to detail, ability to create engaging social media content, familiarity with databases and fundraising and marketing experience. The Marketing and Development Coordinator must possess strong interpersonal skills, a demonstrated passion for helping people and animals and excellent organizational skills. The candidate will have the ability to work well on a team or work independently, with the unique skill to balance and prioritize multiple tasks in a fast-paced work environment while maintaining a positive and professional attitude and demeanor. The ability to accommodate animals in the workplace is also required.

Based in Sacramento, California, RedRover operates programs for animals in crisis 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, understand animal behavior and practice empathy skills through stories and discussion.

Essential Duties and Responsibilities:

- Work with Membership and Development Manager to coordinate and implement fundraising activities
- Coordinate the On-Call Angels major donor program and other donor stewardship strategies
- Coordinate Third Party Fundraiser program, including vetting process, communication, promotion and general relationship building
- Act as point-person and coordinator for new partnership inquiries
- Coordinate all aspects of the FurEver Friends monthly donor program
- Work with program and communication teams to schedule, organize and implement marketing initiatives and assist with events and campaigns
- Work with outreach and communication teams to create content (text, image and video) to go out through various channels including social media, email and direct mail
- Research audience preferences and discover current trends
- Use Geolocation software to segment and direct marketing and fundraising activities
- Prepare reports by collecting, analyzing and summarizing data for various marketing, communication and fundraising activities
- Adhere to development, communications and organizational policies and procedures
- Perform other duties as assigned.

Qualifications

Required:

Excellent Writing Skills, Database Knowledge, Self-Direction, Decision Making, Problem Solving, Ability to Work Well on Teams, Positivity, Attention to Detail, Patience, Focus, Flexibility, Dependability.

Education and/or Experience: A minimum of 4-years of college education; Bachelor of Arts degree in a related area preferred. At least one year of relevant professional experience.

Preferred:

Experience in the nonprofit sector

Knowledge of SEO, keyword research and Google Analytics

Ability to deliver creative content (text, image and video); graphic design and video production knowledge and experience

Familiarity with online marketing strategies and marketing channels

Ability to grasp future trends in digital technologies and act proactively

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. Qualified candidates must also be willing to accommodate animals in the workplace, maintain confidentiality and possess a valid California driver's license, car insurance and reliable transportation.

Application Instructions

Please email cover letter and resume to employment@RedRover.org with—"Marketing and Development 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.