



RedRover Job Announcement

Position Title: Communications and Content Coordinator

Job Type: Full-time, Non-Exempt (35 Hours per week)

Salary range: \$57,000 - \$64,000 annually

Location: Flexible, hybrid work arrangement, preferable 1-3 days in Sacramento, California, office per week

Are you passionate about helping animals as well as people? RedRover is a national nonprofit organization, seeking an exceptional Communications and Content Coordinator to join our team!

Full-Time Benefits: We offer a robust benefits package. You'll enjoy:

- Medical, dental, vision, and life insurance for employees on 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;
- 7% employer-paid Simplified Employee Pension (SEP) with immediate vesting, effective after one year of active employment,
- Annual Companion animal allowance to help pay for family veterinary emergencies and work-related pet sitting (if you have a pet), effective after 60 days active employment.

RedRover staff members enjoy balanced lives and flexibility, and we are a strengths-based organization committed to staff career development. We are looking for equity-minded applicants who will work with us to establish a supportive work community with a strong sense of belonging to further our mission.

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 national programs that help animals and people in crisis 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 domestic violence survivors and their pets escape abuse;
- **RedRover Readers** helps children explore the bond between people and animals through stories and discussion in a unique community-based literacy program.



Summary of position:

Under the guidance of the Communications Manager, the Communications and Content Coordinator shall play a critical role in ensuring the organization achieves its plans for growth in alignment with its mission, vision, and values. The Communications and Content Coordinator is a key player in RedRover's communications efforts across all program areas. The Communications and Content Coordinator will manage the RedRover and *Kind News* social media accounts, including content design, strategy, tracking, and reporting, oversee RedRover's digital content and system organization, and support the elevation of RedRover's brand. They will be comfortable working both independently and collaboratively within a small, close-knit team. The Communications and Content Coordinator must have demonstrated success in communicating effectively with staff through a variety of channels (e.g., Slack, email, Zoom), as well as with a diverse range of stakeholders.

List of Functions:

- Manage and monitor all RedRover social media accounts (Facebook, Instagram, Threads, LinkedIn, YouTube, X), and *Kind News* social media accounts (Facebook, Instagram), add new social media accounts as identified, and coordinate review process for design, copy, and publication distribution.
- Coordinate social media strategy and brand concepts in collaboration with Development and Communications teams
- Moderate social media inbox and inquiries, and document common user questions, common responses, autoresponders, and user management
- Support Marketing Manager and Communication Manager with design and editing digital content and copy, using Canva, Adobe Suite, Buffer, and other platforms, and manage review process
- Organize and track all digital content, ensuring organizations' media (photos, videos, logos, signatures, graphics, etc.) are accurately stored and organized in Canto with proper naming, tagging, etc. Work with the RedRover Responders team on deployments to create albums in Canto.
- Work with individual departments and programs to organize content and files on RedRover's Google Drive and maintain a consistent, efficient, and organized system
- Track all digital advertising under Marketing Manager and Communication Manager's supervision
- Implement website updates under Communications Manager's supervision, and review website content regularly to ensure links and data are current.
- Maintain and boost RedRover brand and style guide in conjunction with relevant social trends, such as mobile video, etc.
- Provide innovative solutions to help amplify the RedRover brand
- Travel to work events such as RedRover Responders deployments to capture photos, videos, and interviews, as needed
- Assist with coordination of outreach activities; table and participate in Sacramento area outreach events to help promote RedRover work in the community
- Coordinate annual holiday card mailing
- Coordinate materials inventory, work with vendors to update files, and place orders when needed
- Other duties as assigned



Qualifications:

Are you our new Communications and Content Coordinator? This job is for you if you have:

- A passion for helping animals and people
- A Bachelor's degree in communications or other relevant area preferred, with at least 2 years of communications-related experience
- Truly exceptional organizational and interpersonal skills and the ability to build and maintain relationships with staff, as well as outside vendors and other constituents
- Expert level written and verbal communication skills
- Demonstrated proactive approaches to problem-solving with strong decision-making capability
- Emotional maturity
- Forward looking thinker, who actively seeks opportunities and proposes solutions.
- A strong work tenure
- Adaptability and the ability to prioritize conflicting needs; handle matters expeditiously, proactively, and follow-through on projects to successful completion, meeting performance goals and deadlines.
- The ability to think interdependently, be a conscientious and resourceful team-player, balance, and prioritize multiple tasks while maintaining a positive, professional attitude
- An eagerness to be an ambassador representing the organization's brand
- Knowledge of Google Workspace, Microsoft Office, Canva, Buffer or other social media scheduling platforms is required
- Strong understanding of social media platforms
- Knowledge of social media analytics tools, project management platforms, asset management platforms, and digital marketing platforms is a plus

Additionally, affection for animals, concern for their welfare, and a willingness to accommodate animals in the workplace are required. Candidates must be willing to embrace the organization's commitment to being an anti-racist organization. Must maintain constituent (donors/volunteers/directors/employees) confidentiality and have reliable transportation to and from work.

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.

Equal Opportunity Employer:

RedRover is an equal opportunity employer committed to diversity and welcomes all interested parties to apply. We will ensure that individuals with disabilities are provided a reasonable accommodation to participate in the job application or interview process, to perform essential job functions, and to receive other benefits and privileges of employment. If you require a specific accommodation due to a disability or a medical need, please include that in your resume materials. This ensures that the appropriate accommodations are in place during the hiring process.

Application Instructions:

Please email your cover letter, resume and preferred work schedule to employment@RedRover.org with "Communications and Content 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.