



RedRover Job Announcement

Position Title: Director of Communications
Job Type: Full-time/Exempt
Salary Range: \$82,000-\$92,000
Location: Flexible, hybrid work arrangement, preferable 1-3 days in Sacramento, California, office per week. Remote work location will also be considered.

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

Full-Time Benefits: You'll be eligible for a robust benefits package:

- Medical, dental, vision, and life insurance for employees on the first day of the month following 60 days of 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; and
- Annual Companion animal allowance to help pay for veterinary emergencies and work-related pet-sitting (if you have a pet), effective after 60 days of active employment.

RedRover team members enjoy balanced lives and flexibility. The organization is strengths-based and is committed to staff career development. RedRover is seeking equity-minded applicants who will work 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. The mission is accomplished 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 parents 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

RedRover seeks a strategy-minded Director of Communications to join its senior leadership team. The Director of Communications works closely with the President and CEO and staff to: develop and implement the strategy for all integrated communications efforts, meet ambitious goals, and stay vigilant for new ways to increase their visibility and impact. The position will deliver creative and engaging content to convey the mission, brand, values, and stories to internal and external audiences to inspire donations, volunteerism, or other actions that support the mission and work of the organization. This position also serves as spokesperson for RedRover as needed, supervises and inspires the communications team, and oversees publications, online communications, website development, and the organization's strategic use of technology.

Specifically, the Director of Communications shall:

- Oversee and direct the development and production of content, including email communications, member publications, social media, and website content
- Provide strategic marketing direction for campaigns, editorial calendars, and communications plans. Work in concert with the Director of Development and program teams to set and track strategic Key Performance Indicators and develop strategies to effectively communicate impact to supporters, partners, Board of Directors, and funders
- Compose internal documentation and external written communications and content, oversee story selection and editing process for all communications channels including leading email appeal marketing and fundraising efforts
- Work in concert with the Director of Public Relations and Partnerships on communications and relationship-building strategies, including media outreach and quality control of public information, and serve as spokesperson when needed
- Develop and implement a Crisis Communications plan with leadership team
- Act as RedRover "brand ambassador," ensuring proper and consistent use of RedRover naming conventions, brand attributes, and logo. Serve as final editor for external communications to comply with Style Guides and RedRover brand
- Oversee strategy and security of RedRover's website properties and online platforms
- Have knowledge of RedRover's Google Analytics services to direct strategy
- Manage the communications strategic plan and budget
- Oversee the management of creative vendors, including digital marketing firms, graphic design firms and designers, photographers and videographers
- Manage Communications team
- Accomplish other duties and responsibilities as directed by the President and CEO

Qualifications:

RedRover's Director of Communications is a dynamic, mission-focused, and strategic leader with a minimum of a Bachelor of Arts or Science degree in a communications-related discipline or equivalent experience who has at least six years of communications management experience. The Director should have experience in the following: supervising other team members; demonstrated skills in public relations, marketing, advertising, and social media; exceptional interpersonal and management skills, strong project management skills, the passion and expertise to be

a compelling ambassador, storyteller, and editor for diverse audiences; the ability to build and maintain excellent relationships with all constituents; demonstrated track record as a positive team player and strategic leader; the ability to stay flexible and prioritize multiple tasks while maintaining a positive and professional attitude and demeanor; and the ability to create inspirational and useful messages and disseminate them through the appropriate distribution channels.

Experience with Active Campaign or similar email marketing program; Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat) or similar programs is required. Experience using Canva, Adobe Suite, and other platforms, and managing the review process; Google Analytics; Salesforce or similar Constituent Relationship Management (CRM) system, HTML and Web content management system (CMS) is preferred.

The ability to travel to local Sacramento and nationwide work events such as RedRover Responders deployments to capture photos, videos, and interviews is also required as needed.

In addition to technical and professional expertise, 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, and Vigilant**. A passion for helping animals and people is also essential. Qualified candidates must also be willing to accommodate animals in the workplace, maintain constituent (donors/volunteers/directors/employees) confidentiality, and have reliable transportation to and from work.

Application Instructions

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