

## City Dogs & City Kitties Rescue

### Marketing Manager

### Job Description



**City Dogs and City Kitties Rescue (CDCK)** is seeking a Marketing Manager. This is a unique opportunity to be part of a dynamic, growing nonprofit rescue organization based in our nation's capital and dedicated to saving dogs and cats. The Marketing Manager's role is to get the word out about CDCK's lifesaving work. This is a leadership position that reports directly to the Executive Director.

### Key Duties and Responsibilities

- Develop and implement a comprehensive media and marketing plan to achieve specific goals. The plan will include a substantial focus on social media but will also include local press and conventional media (TV, radio, print media). Marketing focus will include, but not limited to, promotion of adoptable animals, fundraising for veterinary care, adoption events, foster recruitment, and volunteer recruitment.
- Establish marketing calendar, goals, budgets, timelines, and procedures. Monitor progress toward goals and adjust to achieve them.
- Create marketing collateral and a positive online presence. Write and produce marketing materials as needed to support the plan.
- Facilitate outreach and community engagement including serving as a representative of CDCK and planning staff or volunteer tabling/participation at suitable community events. Work with and train volunteers for events in conjunction with other team leaders.
- Develop a compelling online presence for CDCK as it relates to fundraising including, but not limited to, the website and social media.
- Function as a member of CDCK's leadership team. Attending appropriate staff meetings.
- Establish and maintain consistently high standards for quality of work.
- Create and maintain strong internal communications. Maintain ongoing communications with the Executive Director and other managers to ensure consistent messaging, maximize the impact of campaigns, and gather content/stories to tell the story of the organization's work.
- Keep up with emerging best practices and significant developments and trends within the field of media, marketing, and animal welfare.
- Assist/perform other duties as needed.

### Qualifications

- Experience in the field of marketing and media relations.
- Bachelor's Degree is the minimum educational requirement.
- Knowledge of the animal welfare field and its issues is a plus.
- Proficiency with Google Office Suite, Microsoft Windows, and Office (Word, PowerPoint, and Excel). Comfortable learning and using new programs and information systems.
- Proficiency with Facebook, Instagram, Twitter, TikTok, and other social media platforms, as well as social media scheduler Later.
- Knowledge of fundraising platforms and website management a plus.
- Ability to work with numerous team leaders and volunteers in a collaborative manner to achieve goals.
- Excellent communication and interpersonal skills (written and verbal)—personable, professional, and able to get along well with a variety of people.

- Maturity, good judgment; performs duties in a professional manner.
- Ability to stay calm in stressful situations.
- Self-starter, takes initiative, ability to set goals and work independently.
- Strong organizational skills.
- Able to manage multiple tasks and projects.
- Ability to be flexible and adapt to a changing environment.
- Attention to detail.
- Ability to consistently meet deadlines.
- Comfortable speaking/presenting to groups is a plus.
- Commitment to CDCK's mission and strong desire to keep abreast of animal welfare issues.

### **Physical Requirements**

- Any allergic condition that would be aggravated from exposure or through contact with animals or chemicals used to sanitize facilities, vehicles, or equipment, may be a disqualification.
- Must be able to stand, walk, bend, stoop, and sit regularly for prolonged periods of time to perform duties. Must have the ability to perform physical activity, including lifting and carrying objects weighing up to 40 pounds alone or with the help of another person for short distances.

### **Working Conditions**

- Must be able to deal with the sometimes emotional nature of working with animals, a fast-paced and changing work environment, and stressful or demanding work.
- By nature of this work, there could be exposure to injured, sick, unruly, and fractious animals.

### **Nature of Employment**

- Full-time or part-time (possibly exempt) position that reports to the Executive Director and requires a minimum of 20 to 40 hours per week (based on what is offered).
- Work schedules (hours and days of the week) may vary according to the needs of the organization, which may from time to time include evenings and/or weekends.
- Benefits include three weeks of paid time off (for vacation, sickness, and personal time). Other benefits are negotiable.
- Position is a combination of office-based and remote work.
- Location: Washington, DC.

Note: The statements herein are intended to describe the general nature and level of work performed by employees, but are not a complete list of responsibilities, duties, and skills required of personnel. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

There is no minimum period of employment guaranteed or implied by acceptance of an employment offer. It is the policy of CDCK that employment for this position is at will, which means that employment is for no specified term and the employee or CDCK may terminate that employment at any time without cause.

### **Compensation**

- Full-time or part-time (possibly exempt).
- The starting salary range is \$40,000 to \$65,000 and is dependent upon experience and the work schedule offered.
- Benefits, including relocation costs if needed, are negotiable.

## About CDCK

CDCK is a non-profit organization founded in 2011. We have provided care for over 10,000 dogs and cats in need. Our goal is to provide a lifeline to as many dogs and cats in need as possible. CDCK is and plans to remain a foster-based organization even with the recent opening of the new operations and admissions center. The new facility is in the Logan Circle neighborhood in Northwest DC, easy walking distance to the Metro and residential neighborhoods.

CDCK does not and shall not discriminate based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, military status, or any other characteristic prohibited by law, in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all members of our staff, volunteers, vendors, and clients.

To learn more about our organization, visit [www.citydogsrescuedc.org](http://www.citydogsrescuedc.org).

## About the Community

While Washington DC's population is just over 700,000 people, the greater metro area is home to over six million people. It's a diverse and young city with 47% of adults under age 45. The city is comprised of multiple neighborhoods including bohemian Adams-Morgan and historic Georgetown. The city includes an array of world-class museums and galleries—including the Smithsonian and the National Gallery.

Nearly 20% of Washington DC's total area is greenspace and parkland. There are scores of great restaurants offering diverse dining opportunities. There's also a wealth of nightlife options—from performances at the Kennedy Center to music venues along U-street. Washington DC has sports covered, too, with teams in all six major pro sports, Division I NCAA basketball, and a college football program.

The city has a robust public transportation system for those who prefer to avoid city traffic. It is also very biking/walking-friendly. Many people who work in Washington DC reside in nearby Northern Virginia or Maryland.