

JOB DESCRIPTION

Marketing & PR Assistant

The Marketing & PR Assistant reports to the Development Coordinator

ESSENTIAL DUTIES AND PRIMARY JOB PURPOSE

The Marketing & PR Assistant will assist the Development Coordinator in development, implementation and coordination of all fundraising, marketing and communications activities for the PEI Humane Society. This position helps assist activities associated with development and for future developing projects. The position promotes the PEI Humane Society on a local, regional and national basis to ensure a broad base of funding resources.

PRIMARY RESPONSIBILITIES

- Prepares and/or coordinates with Direction from the Development Coordinator for all fundraising initiatives including the research, solicitation, execution and analysis.
- Takes an active role in any Capital Campaign the PEIHS may undertake in developing a clear fund strategy and Marketing and Communications plan
- Help to create, design and develop content for all Capital Campaign marketing materials
- Help to execute a Capital Fund Development plan
- Assists to create all brand-marketing and educational materials, leaflets, brochures and newsletters used for promotion of the PEI Humane Society
- Database management, clean up and research of donor software Etapestry
- Run detailed donor reports and post code analysis, merge and develop donor letters for mailing
- Assist to develop printed education materials for Humane Education
- Create on-line and traditional marketing materials for various fundraising events
- Write and edit PR and media materials, such as press releases, newsletters, reports, and multimedia presentations
- Video production and editing
- Website maintenance and responsible for implementing a research project into new web designs, trends, pricing and content
- Helps to research, create and coordinate the content of the Society's website and social media, ensuring the content is current and consistent with the integrated communications strategy
- Writing and preparing grant proposals
- May be required to do live radio and other media requests

QUALIFICATIONS

Educational and Experience Requirements

- Post-secondary graduate with a degree or diploma in Administration, English, Marketing, Business, Public Relations or Non-Profit Fundraising considered an asset or marketing job experience.
- CFRE certificate an asset
- High proficiency with Publisher, MS Office, Outlook, Word, and Excel
- Advanced Word processing, data entry and design skills

Abilities/Competencies/Knowledge

Knowledge of marketing strategies, practices and media operations, including web and social marketing savvy.

- Personal qualities should include flexibility, and a strong sense of commitment to the mission of the PEI Humane Society.
- Clear understanding of the animal welfare industry in Canada and the issues impacting the PEI Humane Society.
- Completely fluent in verbal and written English (bilingual in French would be an asset).
- Very detail oriented; keenness and willingness to learn
- Ability to prioritize and meet deadlines within a high volume department
- Excellent administrative and organizational skills
- Ability to interact and communicate in an effective manner to people of different age groups and backgrounds
- Demonstrated initiative
- Experience working in a fast-paced environment
- Professional demeanor and presentation
- Can exercise discretion and maintain confidential records
- High standards in written and communication skills
- A demonstrated ability to be creative and flexible

Relationships

- Works closely with the Development Coordinator, Executive Director and Shelter Manager
- Liaises with staff, volunteers, donors and members of the public and business community.

WORKING CONDITIONS

- Schedule is based on a 40 hrs work/week; however, due to the nature of the position, the incumbent may sometimes be required to work outside of the normal working hours.

- The majority of the work takes place within an office environment located inside a busy animal shelter, which can often be noisy and hectic. The successful applicant must also be comfortable working in a variety of environments outside of the Shelter where fundraising events may be held, including: retail outlets, hotels, outside parks, etc. at various times throughout the year.

Physical Demands:

- The Marketing & PR Assistant is often required to coordinate, package and transport materials used for fundraising or special events, including the safe transportation of companion animals. The successful applicant should be comfortable with basic handling and transport of most companion animals.
- Psychological Demands:
- The Marketing & PR Assistant also needs to be aware that the PEI Humane Society is an Open Admission Shelter, which means that animals are euthanized, when deemed necessary, for extreme health or behavioural reasons.

SECURITY CLEARANCE AND MANDATORY REQUIREMENTS

- As a condition of employment, the incumbent will undergo reference and criminal record checks,

Please send a resume and cover letter to Jennifer Harkness, Development Coordinator via email ONLY to jharkness@peihumanesociety.com. No phone calls please.

Job Posting

Posted: Oct 19, 2017
Closing Date: Oct 31, 2017

Apply to: Graduate Mentorship Marketing and PR Assistant,

- By email (preferred): jharkness@peihumanesociety.com.
- In writing: PO Box 20022, Charlottetown, PE C1A 9E3
- Drop off: Reception, 309 Sherwood Road
- No phone calls please.

Please state in your cover letter that you have reviewed and qualify for the requirements of the Graduate Mentorship Program referenced at - <http://skillspei.com/programs-for-job-seekers/grad-mentorship-ind>

Please supply references with your application. We thank all those who apply, but only those considered for further selection will be contacted