

Erie Humane Society

Marketing Coordinator Job Description

Position:	Marketing Coordinator
Reports To:	Executive Director
Facilities:	Erie Humane Society Shelter and Erie Humane Society Pet Wellness Clinic
Employment Type:	This is a full-time salaried position which sometimes requires early morning, night and weekend availability.
Compensation:	Based on Experience

Erie Humane Society Mission: **Rescue | Rehabilitate | Rehome**

The Erie Humane Society (EHS) is an independent, registered 501-c3 nonprofit, local animal shelter, operating under no-kill standards. We help orphaned, injured, and abused pets by focusing our efforts on rescuing, rehabilitating, and rehoming; keeping them safe, providing shelter, care and nutrition, and helping them lead happy, healthy lives.

Position Summary:

The Marketing Coordinator is a critical role responsible for developing and executing comprehensive marketing and communication strategies to enhance the EHS' brand, public perception, and fundraising efforts. This position will coordinate the shelter and clinic marketing and advertising, while building strong relationships with local media outlets and key sponsors. The Marketing Coordinator will work in conjunction with the Executive Director and the organization's Marketing/Events Committee.

Key Responsibilities:

- **Brand Management and Strategic Communications:**
 - Serve as the organization's brand champion, ensuring all communications, marketing materials, and visual assets consistently reflect EHS's mission, voice, identity, and brand standards.
 - Oversee the development, design, and production of promotional and fundraising materials, upholding high-quality and brand standards.
 - Develop and implement comprehensive, integrated communications plans that encompass various aspects of marketing, advertising, and public relations to achieve organizational goals. Prepare monthly marketing snapshot reports, including key performance indicators (KPIs), to track progress towards organizational goals and inform future strategies.
 - Lead the development, writing, design, and distribution of the organization's annual appeal and annual report, ensuring compelling storytelling, accurate reporting of organizational impact, and alignment with EHS's fundraising and strategic objectives.
 - In coordination with the Executive Director, manage marketing and advertising budget.
- **Digital Engagement:**
 - Manage the organization's social media presence across multiple platforms by developing and implementing content to bring awareness to the organization's services, programs and events, and to increase followers and engagement.
 - Oversee the organization's website, managing regular maintenance and optimization for improved SEO and user experience.
 - Manage and write content for email marketing campaigns, including monthly e-newsletter to donors, volunteers, and community leaders.
 - Collaborate with the Executive Director and Marketing Committee members on content creation and social media engagement as needed.

- **Public & Media Relations:**
 - Serve as the organization's primary media contact and spokesperson, responding to inquiries, coordinating media opportunities, and writing press releases.
 - Represent the Erie Humane Society at community events and meetings, and in media appearances and interviews—including weekly radio and television segments.
 - Build and foster positive working relationships with local media and pursue potential opportunities for publicity by pitching story ideas.
- **Event Planning, Management and Marketing**
 - With assistance from the Executive Director and Events Committee, plan, coordinate, and execute EHS's events (adoption, fundraising, and organizational), ensuring successful logistics, stakeholder engagement, and attendee experiences.
 - Develop and implement marketing strategies to promote events, increase participation, and drive organizational awareness.
- **Volunteer Coordination:**
 - Assist with coordinating the organization's volunteer program, working with support staff and volunteers to ensure effective recruitment, scheduling, and engagement.

Desired Skills and Experience:

- Bachelor's degree in marketing, public relations, communications, or a related field.
- Minimum 1-3 years of experience in marketing and communications.
- Strong understanding of digital marketing and social media including editing short-form videos and writing content.
- Experience in developing and implementing marketing and public relations strategies.
- Strong organizational skills, attention to detail, and ability to manage multiple projects simultaneously to meet deadlines.
- Excellent written, verbal, and interpersonal communication skills.
- Proficiency in Microsoft Office Suit, Canva, and Adobe Creative Suite (InDesign, Photoshop).
- Ability to work effectively with a diverse team, staff members, and community members.
- Proficiency in database management software.
- Deep understanding of the Erie community and its resources.
- Passion for animal welfare and the mission of the Erie Humane Society.

The Erie Humane Society seeks a dynamic Marketing Coordinator to continue to advance our mission. We offer a competitive compensation package including health benefits (medical, dental, vision), paid time off, and holidays.

To be considered, please submit your resume, cover letter, and salary expectation to Peggy Schneider at Peggy@eriehumanesociety.org with "Marketing Coordinator Application" in the subject line by September 9, 2026.