



JOB TITLE: **DIGITAL MARKETING MANAGER** for Non Profit Organization
FULL TIME/PART TIME: **FULL TIME**
REPORTS TO: **CEO**
LOCATION: **ATLANTA, GA**

POSITION SUMMARY

Furkids Inc is looking for a creative, strategic and dynamic Digital Marketing Manager to join its marketing team. In this role, you will lead the digital marketing efforts and deliver curated editorial content that drives adoptions, donations, fosters and volunteer involvement. We are looking for an engaging writer, seasoned communicator, and passionate collaborator who can lead the strategy, content creation, and reporting for the Furkids brand. This person must have a sense of urgency, willingness to be flexible, and a dedicated passion for saving animals.

Reports to

CEO

Qualifications

- 2+ years of experience in a social media, public relations, communications or digital marketing role.
- Strong understanding of current online marketing concepts, social media trends, strategy and best practices.
- Excellent communication skills.
- Analytical and multitasking skills.
- BS degree in Marketing, Journalism, PR or relevant field.
- Photoshop, Lightroom, Premier Pro, Canva and some design skills preferred.
- Photography and videography skills strongly desired.
- Animal and/or non-profit experience a plus.

Must Haves:

- Proficient in Google applications, Google Business Suite, and Google Ads.
- Email Marketing experience with services such as MailChimp.
- Proficient in Facebook Ads and Facebook Fundraising.
- Clear and concise communicator with an organized mindset.
- The ability to write clearly and accurately using proper grammar.
- A self-starter, problem solver and ultimate team player.
- Creativity and willingness to try new approaches and receive constructive feedback.
- Able to work with the Furkids team as a positive member of the organization.
- Ability to work on multiple projects and target different audiences across various social media platforms.
- Comfort with interacting with cats and dogs in order to curate content and compose stories aimed to promote adoptions, fostering, donations and volunteering.

Duties and Responsibilities

- Manage, develop and analyze all email marketing campaigns in MailChimp with messaging based on adopting, fostering, volunteering, and fundraising



- Oversee email marketing campaigns and audience strategy, testing for optimization, and reporting, while maintaining various contact lists
- Schedule and create content for social media campaigns across all social platforms including Facebook, Instagram, Twitter, Linked In, TikTok, and YouTube
- Oversee Furkids' website photography including adoption bio photos and marketing advertisement photos
- Develop and deploy paid advertising including Facebook Ads and Google Ads
- Deliver SEO and sponsored posts to further drive traffic.
- Manage all Facebook Fundraisers and capitalize on annual fundraising goals via Facebook peer-to-peer fundraising
- Compose, edit and disseminate press releases to local media outlets
- Collaborate with the Marketing and Development Team to support their goals, ensure consistency in external voice, and maintain an engaged social media, website and email audience
- Analyze and utilize Google Analytics and Google Ads to boost web traffic and SEO
- Compose and publish blogs for Furkids.org
- Intercept media requests including television news interviews, social media video interviews, recorded Zoom interviews and requests for talking points to news outlets
- Take weekly onsite photos of animals, staff, and volunteers for adoption photos, social media advertising and PR content
- Collaborate and create marketing content to help launch Shiloh Gardens: an upcoming commercial event center for Furkids whose revenue will go back to fund Furkids' lifesaving mission
- Create all video content for social media including TikToks, Reels, YouTube videos and website promo videos

Location and Hours:

- The Digital Marketing Manager works primarily at the Furkids Headquarters & Cat Shelter location and will visit other Furkids locations including the Furkids Dog Shelter, the four thrift store locations, and the Peachtree Corners Adoption Center. This position will involve some interaction with shelter animals for the purposes of social media and email marketing.
- This is a full-time position, requiring office hours of 8:30 am – 5:00 pm. Monday through Friday and some weekends.

SALARY & BENEFITS

- The Digital Marketing Manager salary range starts at \$48,000, and is commensurate with experience.
- Our employee benefits package includes health insurance, two weeks paid vacation a year, paid holidays and personal days off. As well as participation in the company's 401K retirement plan.

Thank you for your interest in pursuing a rewarding career at Furkids Animal Rescue and Shelters. Please direct all career inquiries to Samantha Shelton at sam@furkids.org.

About Furkids:

Furkids, headquartered in Atlanta, GA, is a 501c3 nonprofit charitable organization that operates the largest cage-free, no-kill shelter in the Southeast for rescued cats and Sadie's Place, a no-kill shelter for rescued dogs. The Furkids mission is to rescue homeless animals, and provide them with the best medical care and nurturing environment while working to find them a forever home. Furkids saves 5,000 animals each year with more than 65,000 animals rescued since its founding in 2002. Approximately 600 animals are in the Furkids program today, in



the Furkids shelters, 9 PetSmart and Petco adoption centers, and more than 550 foster homes within the Atlanta area. For more information about our volunteer opportunities and programs, visit www.furkids.org.