



JOB TITLE: Social Media Marketing Specialist
FULL TIME/PART TIME: Full Time
REPORTS TO: Marketing and Communications Manager
LOCATION: Furkids Headquarters (Cumming, GA)
SALARY: \$40,000 - \$45,000

About Furkids:

Furkids, headquartered in Georgia, is a 501(c)(3) 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 dogs. The Furkids mission is to rescue homeless animals, provide them with the best medical care and nurturing environment while working to find them a forever home. Furkids heals the whole animal, physically and emotionally, restoring its health and its spirit. Furkids has rescued and altered more than 65,000 animals since its founding in 2002.

Position Overview:

Furkids Inc is looking for a superstar social media content creator to join its marketing team. In this role, you will lead the social media marketing efforts in coordination with the marketing manager and deliver curated editorial content that drives adoptions, donations, fosters, and volunteer involvement. You will gather media of our events, and operations to better tell the stories within Furkids. We are looking for an engaging writer, seasoned communicator, and passionate collaborator who can help lead the strategy, content creation, and reporting for the Furkids brand. Must have a sense of urgency and a dedicated passion for saving animals.

Duties and Responsibilities:

- Strategize and manage social media campaigns for Furkids across all social platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube).
- Curate social media and digital marketing content, including creating/overseeing content calendars, posting, social media advertising, and community management.
- Deliver social media posts/per day that further drive fundraising, adoptions, volunteer outreach + curation of lifestyle news and tips to build engagement.



- Create relevant, original, high-quality content (posts, videos, images) for all relevant social media platforms to best engage target audiences, build awareness, convert and retain followers.
- Deliver SEO and sponsored posts to further drive traffic
- Tracking and measurement of campaigns to determine effectiveness
- Cultivate new content ideas and brainstorm innovative content formats.
- Collaborate with the internal marketing team to support their missions, ensuring consistency in voice and cultivating an engaged social media community.
- Attend events and collect media when needed.

Qualifications:

- 3+ years' experience in a Social Media + Digital Marketing role.
- Strong understanding of current online marketing concepts, strategies, and best practices.
- Excellent communication skills.
- Proficient in photography and videography
- Analytical and multitasking skills.
- BS degree in Marketing or relevant field.
- Photoshop and some design skills preferred.
- Animal and/or non-profit experience a plus.

Must Haves:

- Proficient in Google applications.
- Clear and concise communicator with an organized mind-set.
- 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

Location and Hours:

- The Social Media and Email Marketing Specialist works primarily at the Furkids Headquarters location and will visit other Furkids locations. This position will involve some interaction with shelter animals for the purposes of social media marketing.



- This is a full-time position, requiring office hours of 8:00 am – 5:00 pm. Monday through Friday and some weekends.

Salary and Benefits:

- Wage range: \$40,000 – \$45,000 a year, 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 email your resume to Zac Hadlock at zac.hadlock@furkids.org to apply.

Furkids is an Equal Opportunity Employer. Furkids does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit and business need.