



JOB TITLE: Marketing & Communications Director

FULL TIME/PART TIME: Full Time

REPORTS TO: Chief Executive Officer

LOCATION: Furkids Headquarters - 5235 Union Hill Road, Cumming, GA

SALARY: Commensurate with Experience

ABOUT FURKIDS

Founded in 2002, Furkids has grown into the largest no-kill, cage-free animal sheltering organization in the Southeastern United States. What began as a grassroots effort to save homeless cats has evolved into a comprehensive, multi-facility network that rescues, rehabilitates, and rehomes more than 5,000 cats and dogs each year. Furkids now operates state-of-the-art shelters, a thriving medical clinic, adoption centers, and multiple thrift stores whose proceeds help sustain the mission. With nearly 100 staff members and over 1,000 dedicated weekly volunteers, Furkids is a recognized leader in lifesaving animal welfare, community engagement, and compassionate care. The organization's mission is rooted in giving every adoptable animal the chance to live, love, and thrive in a permanent home.

POSITION SUMMARY

Furkids is seeking an experienced, creative, and highly organized Marketing & Communications Director to lead the strategic direction, brand voice, and public presence of the organization. This role oversees all marketing, communications, and digital engagement efforts, guiding a dynamic team to connect Furkids' mission with donors, adopters, media, and the greater Atlanta community.

The Marketing & Communications Director will manage email marketing and database strategy, digital and print advertising initiatives and budgets, website content, and public-facing communications, while overseeing a small internal marketing team and coordinating with outside partners and vendors. This leader will also represent Furkids at events and in the media, ensuring consistent, compelling storytelling across every channel.

The ideal candidate is a strategic and hands-on communicator with strong writing skills, digital marketing expertise, and a genuine passion for animal welfare. Occasional evening or weekend availability for events and time-sensitive campaigns required.

PRIMARY RESPONSIBILITIES

Email Marketing & Database Management

- Lead all email marketing efforts to Furkids' database of donors, adopters, and supporters using Mailchimp, including audience management, segmentation, and reporting
- Build and execute email marketing campaigns and strategies that support fundraising, adoption, and engagement goals
- Maintain database health and reporting accuracy to inform ongoing marketing strategy

Team & Vendor Leadership

- Oversee an internal marketing team, providing guidance, direction, and support across projects
- Work with the Social Media Specialist to guide social media strategy to support other marketing initiatives
- Communicate and coordinate with outside partners, media outlets, public relations/marketing-related vendors

Advertising Oversight

- Oversee Google Ads accounts and manage overall paid search strategy

- Manage the budget for all social media, print, and digital advertising, overseeing spend and return on investment
 - Communicate with ad partners and vendors and work with marketing team to meet deadlines
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Content and Communications

- Oversee and update the Furkids website, including creating and maintaining pages
 - Author email marketing content, blog posts, website updates, press releases and other written communications
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Events & Community Engagement

- Attend and help facilitate major Furkids events and offsite marketing events as needed
- Help in the planning phase of major Furkids events, and help execute large & small events

REQUIRED QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, or related field OR work
- 5+ years of professional marketing and communications experience
- Experience with Mailchimp or comparable email marketing platforms
- Proficiency in Canva; experience with Adobe Suite a plus
- Experience with WordPress a plus
- Experience managing Google Ads campaigns and digital ad strategy
- Demonstrated leadership experience managing a marketing team
- Exceptional writing, editing, and communication skills
- Background or strong interest in animal welfare a plus
- Strong organizational skills and ability to manage multiple projects and deadlines

SALARY & BENEFITS

- Salary commensurate with experience
- Health insurance
- Dental insurance
- Retirement plan
- Paid time off
- Opportunity to lead the marketing and communications strategy for the Southeast's largest no-kill animal rescue and shelter organization

Thank you for your interest in pursuing a meaningful and impactful leadership career with Furkids Animal Rescue and Shelters.

To apply or inquire, please contact Furkids CEO and Founder, Samantha Shelton:

Sam@furkids.org