



JOB TITLE: PT Marketing and Events Coordinator
REPORTS TO: Annual Fund Manager

Company Overview

The Toledo Area Humane Society is a charitable 501(c)3 animal welfare organization. Our mission is to lead the community in efforts focused on relieving the suffering of, preventing cruelty to, and providing for humane treatment of animals.

TAHS is seeking a part-time Marketing and Events Coordinator. This person will be responsible for planning and executing special events and a variety of marketing related activities. We're looking for a team member with a positive attitude, a passion for our mission and a love for animals! **If interested, please submit your resume to jlavalley@toledohumane.org.**

Requirements

- Associate's or Bachelor's Degree in Public Relations, Marketing, Communications, Business, or related field
- Sound understanding of the principles of marketing
- Proficiency with MS Office; especially Word, Publisher, PowerPoint and Excel
- Excellent written, copywriting, communication and interpersonal skills
- Must be a self-starter, able to work with limited supervision, work well under pressure, and have solid problem-solving skills
- Must be detail-oriented, with effective organizational skills, strong time-management, able to manage multiple tasks simultaneously in a fast-paced and data-driven environment

Responsibilities

The Marketing and Events Coordinator is responsible for the management and coordination of all third party events and assisting with TAHS events as needed. This position is responsible for the development and implementation of marketing materials, website maintenance, and all social media marketing. This position will work directly with the Annual Fund Manager on projects as they arise and are assigned, as well as other staff and volunteers of TAHS. All responsibilities are conducted in an effort to promote activities and the image of TAHS to the Greater Toledo Area.

This role will include the following responsibilities:

- Plan and implement TAHS events, including but not limited to fundraising and adoption events.
- Create marketing concepts and promotional material that can be translated into graphics, text and video presentations for websites and other electronic media.
- Develop, implement, and maintain social media platforms; gauge effectiveness of posts via analytics; manage annual social media calendar.
- Design, write, and edit copy for marketing materials including, but not limited to: brochures, email blasts, newsletters, and e-newsletters

The above statements are only meant to be a representative summary of the major duties and responsibilities performed by incumbent of this job. The incumbent may be requested to perform job related tasks other than those stated in this description.

Revised 1/5/2017