

# Cat Marketing Team: Cat Marketing Manager Volunteer Position

## DESCRIPTION

The APA! Cat Marketing Team is a robust, dynamic team of volunteers who ensure that every cat and kitten at APA!, as well as the entirety of the Cat Program, is well represented through innovative, cutting edge marketing. This enormous team of creatives is passionate about increasing cat adoptions and improving feline welfare through print, video, online media, innovative campaigns, events, and data led strategies. This team consistently strives for progressive, eye-catching, and thought-provoking campaigns which are crucial to the No Kill mission, embrace the culture of Austin, and elevate the status of cats worldwide.

The Cat Marketing Manager will oversee and lead the entirety of the Cat Marketing program, all sub-teams and volunteers. This position is a leadership role responsible for the program's growth, continuity of branding, and creative oversight of all feline marketing campaigns.

## WORKING RELATIONSHIPS

This position reports to the Cat Program Manager.

This position works with Cat Program staff, foster pet families, other Cat Marketing Team volunteers, APA! Marketing and Communication Directors, other department managers, and Executive Staff, as needed.

## DUTIES AND RESPONSIBILITIES

- Manage and grow a robust team of volunteers, assigning Leads for sub-teams and delegating duties to ensure completion of tasks
- Ensure team volunteers adhere to marketing guidelines and the APA! Volunteer Code of Conduct, including onboarding and dismissal of volunteers as needed
- Oversee and approve all content submitted by all sub-teams, maintaining the 'feel' of the organization and the program
- Create, cultivate, and disperse original content for platforms including but not limited to Facebook, Instagram, Twitter, print media, and television
- Work with APA! Marketing and Communication teams to ensure cohesive branding and messaging and work together toward common goals in fundraising, event planning, and/or strategic organizational agendas
- Maintain and ensure data continuity in related feline metrics including age, location, adoption fee, adoption availability, and special need attributes
- Track and record success of campaigns
- Track and record needs of resident cats ensuring all cats and kittens receive quality marketing material to increase adoption success and reduce length of stay
- Innovate new programs, teams, and campaigns as needs grow and change to best serve the cats of Austin Pets Alive!

## REQUIRED QUALIFICATIONS

- Strong experience as a marketing professional responsible for creative content
- In depth understanding of Austin Pets Alive!, Austin culture, and the No Kill movement
- Passion and unwavering commitment to feline sheltering and welfare
- Experience managing a large team of diverse volunteers
- Commitment to handle all APA! cats with kindness at all times, without exception

- Must be able to communicate well with volunteers, fosters, adopters, staff, visitors, and the public. All communication must be professional and civil at all times.
- Working knowledge in photo editing, storage management, creative writing, corporate branding, style guides, and social media
- Proven leadership skills to recruit, lead, and motivate a team
- Substantial comfort working in Excel, G-Suite, and managing large data projects. Training provided for working in shelter software.
- Able and willing to maintain confidentiality per agreement
- Working knowledge of common feline shelter situations including basic medical conditions, intake and adoption process, and non-profit practices
- Excellent grasp of English grammar

## **EXPECTATIONS**

- Must embody APA!'s core values of innovation, respect, drive, resourcefulness, and inclusion
- Commitment to APA!'s customer experience expectations
- Willing and committed to working well with volunteers and staff in all roles
- All volunteers are expected to uphold by APA!'s Core Values when present on grounds and representing APA! publicly.

## **TIME COMMITMENT**

This is a full time position of 40 hours per week, but flexible in days/hours.

This position may be split into co-manager roles, as needed. This position is a very crucial and time intensive volunteer role requiring strong commitment.

## **LOCATION**

- Offsite/Remote Position (telecommuting) - 90% of time
- May travel to other locations as needed

*Please note, all volunteer positions are unpaid and do not qualify for employee benefits.*