Greater Huntsville
Humane Society

Position:	Public Relations Manager
Reports to:	CEO
Compensation Category:	Salaried, full-time
Pay Range:	$30,000 and up

Position Summary: Develops and maintains publicity for organization websites, social media, print, radio and TV. Plans and coordinates special events throughout the year. Start date will be early May.

Responsibilities: to develop and coordinate all marketing and public relations for GHHS

Public Relations

- Develop community awareness and support of GHHS through social media, printed materials & publications, radio, online presence, and TV
- Provide information and photos to be used for all forms of publicity
- Manage all social media accounts, including generating content and responding to the community
- Update websites with relevant content (such as photos and event information)
- Design, print & distribute (mass mail & email) periodic publications & appeal letters
- Design & print all materials (flyers, office signs, posters, etc.) to maintain consistent branding

Web/Technical Support

- Manage Wordpress websites (ghhs.org and thedogball.org), including hosting & technical support
- Maintain donor information database for mailing list & publications
- Generate monthly email campaigns, preferred experience with Emma
- Provide light technical support for office issues (internal router, printer, etc.)

Special Events

- Develop, plan, and manage Special Events for the organization
- Develop sponsors for special events including recognition and levels
- Provide training and direction where needed for event volunteers & staff
- Organize and provide needed materials to support special events
- Coordinate offsite funding events & programs (ex. CFC, Kroger Plus Rewards, etc.)
- Other duties as requested

Qualifications:

- Bachelor's Degree in Marketing, Mass Communication, or other relevant field
- 3+ years experience in managing social media, email campaigns, & special events (prefer nonprofit experience)
- Must have experience with Adobe InDesign, Illustrator, and Photoshop (as well as standard Office Suite programs such as Word & Excel)
- Familiarity with ShelterBuddy or animal care is a plus
- Google Suite experience (especially Gmail for Business) is a plus

To apply, please email your resume & cover letter to jill@ghhs.org . Please include the words "Public Relations Manager" in your email subject line.

3/21/2017