



pasadena humane society & spca

Director of Public Relations and Marketing

FLSA Classification
Full Time, Exempt, Tier 4

REPORTS TO: Vice President of Communications

DIVISION: Communications

DEPARTMENT: PR/Marketing

JOB DESCRIPTION

SUMMARY/OBJECTIVE

Oversee public relations and marketing programs and opportunities at the Pasadena Humane Society & SPCA (PHS). Manage departmental staff, budgets, inventory and ordering of supplies.

SUPERVISORY RESPONSIBILITIES: Staff

JOB DUTIES AND RESPONSIBILITIES

- Develop and manage the functioning of the PR/Marketing Division.
- Ensure PHS brand is strong in the community and messaging is consistent across the organization.
- Act as media and marketing liaison for PHS, which includes writing of releases, responding to requests and proactively connecting with media and marketing professionals.
- Act as PHS spokesperson when needed.
- Identify and organize new marketing opportunities and build relationships with key stakeholders.
- Develop and drive PHS digital presence, including social media, website and email. Report key metrics to leadership team and board of directors.
- Responsible for PHS advertising including print buys, ad placements, design.
- Create and organize organization's collateral. Supervise content, design, production and distribution.
- Coordinate the creation, development and distribution of PHS photographs and video content, including producing of the PHS television show, PSAs, posting of photos and video on offsite mediums and other visual needs.
- Develop editorial calendars and content for external and internal publications, including quarterly print publication and annual report.
- Plan and create adoption, spay/neuter and community outreach promotions for programs throughout the year, working collegially with other departments.
- Manage relationships with PR/Marketing vendors, including creative service providers and agencies.



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- Manage the PR/marketing staff, including hiring, terminations, payroll, and scheduling, training, counseling, and general productivity of the workforce.
- Oversee development of marketing volunteer programs, such as photography, videography and office assistants.
- Create and manage budget allocations, fund balances and related financial activities as it relates to the department goals and programs.
- Maintain records and inventory of supplies.
- Develop reports and analyze reports as required. Maintain accurate records to ensure information is highlighted in the system.
- Ensure a positive, educational approach to customer service with a goal of educating the public and keeping animals in homes as appropriate. Promote positive relations with the general public, volunteers and staff while promoting the Society's programs, policies and philosophies. Address customer complaints.
- Uphold Pasadena Humane Society's mission and contribute to building a culture of philanthropy.
- Ensure a safe working environment and actively participate in PHS safety programs.
- Participate as needed in special department projects.
- Work as a team member with other departmental managers.
- Represent PHS at outside meetings, act as a liaison with other organizations and contractors/partners as needed. Make presentations and speak publically about PHS. Perform other duties as assigned.

SKILLS AND QUALIFICATIONS

- Minimum of 3-5 years of professional experience in marketing, communications or public relations, ideally in the nonprofit sector.
- Bachelor's degree required in marketing, journalism, communications, public relations or related field.
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities in a nonprofit environment.
- Ability to balance big picture, strategic thinking with day-to-day needs of the department.
- Proven leader with a commitment to a proactive management style that fosters collaboration and creativity within and across departments.
- Project management and budgeting skills highly desired.
- Strong verbal and written communication skills. Good listener.
- Previous animal welfare experience preferred, but not required.
- Proficient in computer applications, including the shelter system, Microsoft suite, Adobe Creative Cloud and email.
- Strong sense of professional judgment and ability to maintain confidentiality.
- Must interact positively with supervisor, management, coworkers, volunteers, and the public to promote a team effort and maintain a positive and professional approach.
- Must be able to work independently with minimal supervision.
- Must have valid driver's license with a satisfactory driving record.



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WORKING CONDITIONS

- Fast-paced environment. Employees are exposed to numerous animals (live and deceased), including those with uncertain dispositions. They are required to act in a safe and responsible manner.
- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.
- While performing the duties of this job, the employee is frequently required to stand; walk; sit; use hands to finger, handle or feel; reach with hands and arms, climb or balance, stoop kneel, crouch, crawl; talk or hear and taste or smell. The employee must occasionally lift and/or move up to 50 pounds. Vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

The Pasadena Humane Society and SPCA is an Equal Opportunity Employer. It is our policy not to engage in discrimination against any individual, or harassment of any person seeking employment with our organization on the basis of race, color, national origin, religion, sex, gender identity, pregnancy, physical or mental disability, medical condition, ancestry, marital status, age, sexual orientation, citizenship, genetic information or status as a covered veteran including those with criminal histories, in a manner consistent with the requirements of applicable state and local laws. This policy applies to all employment practices, including recruitment, selection, promotion, transfer, merit increase, salary, training and development, demotion, and separation. This policy is intended to be consistent with the provisions of applicable State and Federal laws. Federal law requires proof of citizenship or "alien right-to-work" status. PHS maintains a drug-free workplace and performs pre-employment substance abuse testing.