



## Position Description

April 30, 2019

**Job Title:** Marketing Assistant (Part-Time)

**Reports To:** Sr. Marketing and Communications Manager

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**Organizational Overview:** San Antonio Pets Alive! (SAPA!) is a private nonprofit organization that saves the lives of dogs and cats that find themselves at San Antonio Animal Care Services by no fault of their own. Last year SAPA! saved the lives of more than 6,500 dogs and cats by finding them loving adoptive families, placing them in foster homes, and transporting them to other communities across the country. In addition, SAPA! provides necessary medical services to ensure each pet is healthy and happy.

### **Position Responsibilities:**

This is a part-time, 25 hours per week position.

Organize and evaluate social media efforts for San Antonio Pets Alive! Coordinate communication with followers to increase brand recognition, revenue and engagement in SAPA! programs.

- Write, edit and publish engaging posts for various social networks, including Facebook, Twitter, Instagram and LinkedIn
- Assist with daily marketing efforts
- Design graphics for social media, signage, brochures and videos
- Develop social media campaigns that help increase organization and program awareness
- Assist with the production of marketing materials and literature
- Submit ideas for marketing efforts designed to enhance and grow organization's brand
- Assist with writing and editing projects
- Deliver on all sponsorship and event marketing promises/recognition
- Grow social media followers

- Assure that a high volume of social media activity is being responded to in a timely, friendly and professional manner
- Coordinate and select appealing images and videos to complement the texts
- Identify and secure social media influencer partnerships
- All other tasks as assigned

**Minimum Qualifications:**

- Bachelor's degree in management, business, marketing, communications, journalism or relevant field.
- Minimum 1 year of experience in social media management or marketing.
- Excellent communication and interpersonal skills.
- Experience with Adobe Photoshop, InDesign and Illustrator a plus.
- Organized yet flexible. Willing to pivot or adjust plan in order to respond to changing priorities or the needs of the pets.
- A passion for San Antonio Pets Alive!'s mission.
- Contribute toward the overall success of the organization with a can-do positive attitude.

Please submit a resume, cover letter and samples of previous work to:

Joanna Heep, Sr. Marketing and Communications Manager at  
[joanna.heep@sapetsalive.org](mailto:joanna.heep@sapetsalive.org)

Position Open Until Filled.