

Shelter Marketing Assistant Volunteer Position Description

Reports to: Senior Manager, Eastern Region

Organizational Impact:

This position will be essential for creating awareness and driving traffic to 5 rural shelters, through photographing animals and creating marketing collateral. We are working to create awareness within the shelter's local community to build their adoption and foster programs, as rural shelters often lack the bandwidth for marketing pets. This position will also work with the Volunteer Marketing Specialist to implement best practices in marketing within the shelters.

Position Function/Goals/Deadlines:

The Shelter Marketing Assistant shall be responsible for the planning, development, and execution of online marketing, promotions and social media in support of a specific shelter assigned to this project.

Time Commitment and Location of Work:

- Hybrid; remote and in-person at assigned shelter location
- 2-4 hours per week, during assigned shelter's hours of operation

Core responsibilities:

- Assist shelter staff/volunteers to develop and schedule engaging content for social media platforms, focusing on storytelling, animal features, and community engagement.
- Take photos and videos of adoptable animals in the shelter.
- Write captivating adoption biographies.
- Track and input hours worked into the Best Friends volunteer database.

Qualifications/Requirements:

- Familiarity with animal shelter operations or nonprofit marketing.
- Comfortable handling dogs and cats.
- Comfortable working in a shelter environment.
- Ability to take eye catching photographs of animals for adoption using your own cell phone or camera.

***Please email a summary of experience and relevant skills to
nationalvolunteers@bestfriends.org if interested in volunteering for this role.***