

Shelter Marketing Specialist Volunteer Position Description

Reports to: Senior Manager, Eastern Region

Organizational Impact:

Best Friends is seeking an experienced Marketing Volunteer to collaborate with our team to enhance community visibility and boost adoptions in five low staff, rural shelters. The ideal candidate is a marketing professional who is passionate about animal welfare and skilled in executing strategic marketing initiatives. This role is vital in helping us connect animals with loving homes by implementing targeted content to expand our reach and impact within their community.

Position Function/Goals/Deadlines:

The Shelter Marketing Specialist shall be responsible for the planning, development, and execution of online marketing, promotions and social media in support of shelters involved in this project. They will also provide virtual support to Shelter Marketing Assistant volunteers working within low staffed shelters.

Time Commitment and Location of Work:

- Virtual, Eastern Region
- Flexible, 2-4 hours per week

Core responsibilities:

- Collaborate with Best Friends and shelter leadership to execute a pre-identified marketing plan tailored to increase community awareness and drive adoptions.
- Assist shelter staff/volunteers to develop and schedule engaging content for social media platforms, focusing on storytelling, animal features, and community engagement.
- Assist in optimizing the shelter's website content to ensure a user-friendly experience, compelling adoption profiles, and up-to-date information.
- Support the creation of promotional materials such as flyers, event announcements, and newsletters.
- Develop partnerships with local media outlets, influencers, and businesses to amplify visibility and collaborate with Best Friends staff to amplify visibility.
- Work with shelter partners to track and report metrics (e.g., website traffic, social media engagement, adoption inquiries) to measure the success of marketing efforts.
- Track and input hours worked into the Best Friends volunteer database.

Qualifications/Requirements:

- Familiarity with animal shelter operations or nonprofit marketing.
- Experience with SEO, Google Ads, or other digital marketing strategies.
- Understanding of community outreach and grassroots engagement.
- Familiarity with website management systems.

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