



LARIMERHUMANESOCIETY

3501 East 71st Street
Loveland, CO 80538
Phone: (970) 226-3647
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www.larimerhumane.org

Marketing Assistant Volunteer

Description:

Marketing is essential in ensuring that Larimer Humane Society actively engages and communicates with our community while promoting our organizational mission, vision and values. Communication with the public includes newsletters, promoting adoptable animals, shelter events, changes in policies, blog posts and so much more!

Objective:

Marketing Assistants will support the Marketing and Community Outreach Program Manager in various aspects to further communicate our mission to the public. Main responsibilities include, but are not limited to, writing social media and blog posts, Happy Tails adoption posts, assist with planning for the ePetSpective newsletter, promoting adoptable animals, proofreading, as well as assisting with other campaign and direct mail pieces.

Supervision:

Directly reports to and works closely with the Marketing and Community Outreach Program Manager

Requirements:

Marketing Assistants must be at least 18 years of age
Must have sufficient writing and computer skills, and the ability to work proactively and independently
Ability to work remotely, as well as at Larimer Humane Society
Graphic Design experience preferred
Volunteers 18 years of age and older must complete a national criminal background check and sex offender search.

Commitment:

We ask that Marketing Assistants commit to at least 2 hours per week for a minimum of six months

Working Conditions:

Volunteer work will be performed virtually, as well as at Larimer Humane Society. Must have the ability to work remotely with access to a computer. Work at Larimer Humane Society will be in the animal shelter setting, there is the potential for exposure to zoonotic diseases and cleaning chemicals.

Training:

- Attend a Volunteer Orientation
- Send at least two samples of previously written blog posts, articles, newsletters, or graphic design samples to media@larimerhumane.org
- Interview with Marketing and Community Outreach Program Manager
- Attend Animal Handling Training
- Receive first shift on the job training

Duties:

- Receive weekly direction and strategic communication objectives from the Marketing and Community Outreach Program Manager, then work to produce content abiding by those objectives.
- Write publications including, but not limited to, blog and social media posts, Happy Tails adoption stories, promotion of adoptable animals, articles for the ePetSpective newsletter, communications regarding special events and changes in shelter protocols.
- Ensures all publications are in accordance with Larimer Humane Society's brand standards and adhere to our mission, vision and values.

- ❑ Work with the Marketing and Community Outreach Program Manager to proofread all publications to ensure accuracy and consistency.
- ❑ Assist with researching, brainstorming and generating creative new publication ideas and marketing campaigns
- ❑ Potential to interview members of the public, staff members and volunteers for publications.

Dress Code:

- ❑ Green volunteer t-shirt
- ❑ Closed-toe shoes
- ❑ Pants

Department Contact Information:

media@larimerhumane.org

(970) 226-3647 ext. 1420