



Job Title:	Marketing & Communications Associate
Department:	Community Relations
Job Classification:	Full-time; Non-Exempt Position
Job Relationships:	Reports to Marketing & Communications Manager, Supervises volunteers

The Marketing & Communications Associate supports NOCO Humane’s marketing and communication efforts with a focus on digital content creation and distribution. This role helps coordinate the organization’s social media channels, website, email communications, and other digital platforms to grow engagement, promote programs, and build public awareness. The Marketing & Communications Associate works closely with the Marketing & Communications Manager and plays a key role in ensuring consistent, compelling storytelling that reflects NOCO Humane’s mission and brand.

Key Responsibilities:

Social Media & Content Creation

- Draft, design, and schedule engaging content across social media platforms
- Respond to comments and messages and monitor account activity
- Capture and edit photo/video content of shelter animals, events, and staff for use in digital campaigns
- Help develop and maintain a content calendar that supports marketing and organizational goals

Website & Email Communications

- Assist with updates to website content, including copy, photos, and page layout
- Support the creation and distribution of weekly e-newsletters and email campaigns
- Track email and web performance metrics and suggest improvements

Digital Campaign Support

- Help implement digital advertising strategies (Google Ads, Facebook/Instagram, etc.)
- Organize and maintain digital asset libraries (photos, video, logos, etc.)
- Collaborate with other departments to gather stories and content ideas

General & Organizational Support

- Assist in tracking digital performance metrics and preparing reports
- Support marketing initiatives for fundraising efforts, adoption events, and awareness efforts
- Attend and assist with onsite and offsite events as needed (some evenings/weekends required)
- Safely handle shelter animals as required
- Provide backup support for other Community Relations roles as needed
- Uphold brand standards and contribute to consistent messaging across the organization
- Other duties as assigned

Job Qualifications:

Education/Experience

Minimum of Associate's degree in communications, marketing, journalism, public relations, or a related field preferred. Minimum of 1 year of professional or internship experience in digital marketing, social media management, or communications. Equivalent combination of education and experience will be considered. Nonprofit experience a plus. Animal welfare experience a plus.

Knowledge, Skills, and Abilities

- Strong writing, editing, and proofreading skills with attention to detail
- Experience with social media platforms (Facebook, Instagram, TikTok, etc.) and content creation tools (Canva, Adobe Creative Suite preferred)
- Comfortable with basic photography and videography
- Video editing experience a plus
- Familiarity with website CMS (WordPress or similar) and email marketing tools (e.g. Constant Contact or similar)
- Strong organizational skills and ability to manage multiple tasks
- Creative thinker who is collaborative, proactive, and mission-driven
- Passion for animal welfare and storytelling is a must!

Working Conditions:

Work Environment

Shared cubicle office space; Exposure to animals and animal handling; Potential exposure to zoonotic diseases and animal bites and scratches; Exposure to high noise levels when in kennels; Work may be performed outdoors with exposure to all weather conditions.

Physical Activities

Includes ability to drive, stand, sit, bend, squat, walk, input data on a computer, and talk for up to eight hours or more a day; Frequent lifting and carrying of up to 30 pounds without assistance; Some lifting and carrying of greater weights with assistance; Able to work a flexible schedule with regular weekend and evening shifts as required.

Other

Must be at least 21 years of age (required for insurance purposes); Valid Colorado Driver's License and insurable driving record. Able to work a flexible schedule including evenings and weekends as required.

The job description is not intended to be an exhaustive list of all duties, responsibilities or qualifications associated with the job. NOCO Humane conducts background checks, DMV checks and requires drug testing of all employment candidates.

We are an Equal Opportunity Employer. Benefits for full time employees include options for medical and life, dental, vision and supplemental accident insurance; STD/LTD insurance; a matching 403b plan; paid time off (PTO) accrual; 9 paid holidays and more.