



Marketing Communications Coordinator

Pet Pride of New York is a no-kill cat shelter located in the town of Victor, NY. We take in cats and kittens and provide them with healthcare, food and rehabilitation. We handle our cats daily and allow them to play and socialize freely. Most importantly, we do not euthanize our cats to make room for more. Our goal is to adopt our cats into loving forever homes, which is possible thanks to the public's financial support.

We are planning to expand and re-structure our organization and are in need of someone who could help by serving as a Marketing Coordinator. The Coordinator would be responsible for coordinating the communications output with the organization, create and deliver e-mails, direct mail, brochures, newsletters and other publications.

Primary job duties and responsibilities may include, but are not limited to:

- Create company literature and other forms of communication.
- Create marketing and promotional materials, both print and electronic.
- Design and launch email marketing campaigns.
- Work within event budget and manage expenses to that budget.
- Promote services through public relations initiatives.
- Develop marketing communications campaigns.
- Create and deliver press releases, media relations content, corporate newsletter content, social media content, and speaking proposals.
- Research media coverage and industry trends.
- Develop fresh story ideas.
- Conduct extensive media outreach.
- Coordinate scheduling and logistics.

Note: The duties listed here are not cast in stone and Pet Pride would welcome any ideas on adjusting these duties to fit our organizational needs.

This would be a perfect position for someone who has retired with previous experience in marketing and is looking to make a difference by offering their services.

This is a volunteer position.