



Tony La Russa's
**Animal
Rescue
Foundation**

Job Title: Marketing Coordinator
Reports to: Marketing Manager
Department: Development
FLSA Classification: Non-Exempt
Updated: August 2017

Core Values

- Open
- Driven
- Educator's Spirit

Strategic Anchors

- Save Lives
- Inspire Learning
- Connect Hearts

Position Summary:

Provide support to the Development Department of Tony La Russa's Animal Rescue Foundation (ARF). Assist in the creation, design layout, and coordination of marketing and public information collateral for ARF to present a cohesive branding image; assist with programs, materials, mailers, digital campaigns, etc.

Principal Duties:

- Coordinate design and layout of ARF publications, signage, social media and website assets; secure artwork and photographs for publication.
- Design brand identity packages and assure compliance to brand guidelines for all ARF marketing collateral.
- Assist with the graphic design of social media content, on sites including Facebook, Twitter, Instagram, YouTube and any other emerging social media spaces.
- Write, copyedit, and fact-check all department communication as assigned in assigned style.
- Manage asset fulfillment for external publication advertising and outsourced print production.
- Represent marketing in other ARF departments' meetings as needed and prepare recap report.
- Always promote a humane and caring attitude toward all animals.
- Always treat people and animals with respect; contribute to effective teamwork; promote intra- and inter-departmental cooperation; and foster public relations beneficial to ARF.
- Maintain the confidentiality of all information.

- Comply with all Federal, State, and local safety regulations and laws, as well as ARF policies and guidelines. Follow established procedures governing safe work practices; and perform duties in a manner that assures the safety of oneself and others.
- Perform duties in a manner which encourages attainment of goals, contributions, and business for ARF and its programs.
- Promote teamwork, communication, and cooperation with all other departments.
- Perform other duties as assigned.

Physical/Environmental Requirements:

- Work environment includes constant exposure to animals and animal allergens.
- Able to push/pull/lift 25 pounds and do physical work relative to setting up and breaking down event sites (packing/shipping supplies for off-site events, loading/unloading trucks, moving tables & chairs, etc.).
- Kneel, bend, stoop, squat, reach above and below shoulder level, grasp and turn objects, stand, and/or walk frequently and repetitively throughout each shift and before, during, and after events.
- Flex the neck upward and downward; twist the neck and the waist.
- Sit for long and short periods of time while using a computer.
- Tetanus and rabies inoculations are required or must be waived.

Educational Requirements and Qualifications:

Four-year college degree with preferred emphasis in marketing, graphic design, journalism, English, communications, creative writing, public relations or a related field. (Qualifying work experience will be considered as an alternative; on the basis that one-year of experience may be substituted for one year of education.)

Experience, Abilities and Qualities Required:

- Graphic design and layout experience utilizing PC-compatible software products, Adobe Indesign, Adobe Photoshop, Adobe Illustrator and Adobe Acrobat.
- Proficiency utilizing Microsoft Office software programs including Access, Excel, Word, PowerPoint, Publisher, Visio and Outlook.
- Effective written and verbal communication skills, including familiarity with both AP and Chicago Style guidelines,
- Ability and initiative to work with minimal supervision and direction.
- Ability to organize, meet deadlines and multitask with a strong attention to detail.
- Affection for animals, concern for their welfare and a willingness to accommodate animals in the workplace.
- Ability to communicate with the public, volunteers and co-workers in a pleasant, courteous and tactful manner at all times.

- Demonstrate maturity, good judgment and professional manner and personal appearance.
- Comfortable and skilled in working with diverse staff, volunteers and community.
- Must be able to pass a background check.

Hours:

Full time: 40 hours per week. Daily reporting hours and days of the week may vary according to the needs of the department. Weekend and evening work may be required.

Starting Rate: \$18 - \$20 per hour, DOE

To Apply:

An employment application is available for download. To apply for this job, please send your application, cover letter, resume and salary requirements to schew@arflife.org or fax to (925) 977-9079 or mail to "ARF Jobs, 2890 Mitchell Drive, Walnut Creek, CA 94598".