



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

**Job Title:** Marketing Manager  
**Reports to:** Development Director  
**Department:** Development  
**FLSA Classification:** Exempt  
**Updated:** June 2017

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**Core Values**

- Open
- Driven
- Educator's Spirit

**Strategic Anchors**

- Save Lives
- Inspire Learning
- Connect Hearts

**Position Summary:**

Management of ARF's marketing activities, internal, external, and media communications, with emphasis on marketing ARF programs, fundraising campaigns, and signature events. Manage online and traditional marketing strategies with responsibility for website content, social media, print, and media advertising. Provide creativity, energy, enthusiasm, and new ideas to engage people with ARF's mission and programs. Writing, editorial, and production responsibility for ARF's print and digital publications. Manage and maintain editorial and branding consistency in all internal and third-party content.

**Principal Duties:**

- Manage public relations and marketing of ARF programs, fundraising campaigns, and signature events. Strategize and flex to increase target objectives: adoptions, donations, traffic, program enrollments, and event registrations.
- Create promotional calendar and timeline to include ARF's milestones, promotions and events; delegate and manage production to ensure departmental and program promotions, activities, and deadlines are met.
- Manage traditional and digital (Google AdWords, Facebook Ads, etc.) marketing strategic design and implementation, consistent with organizational needs and timelines.
- Research trends and best practices to develop and expand effective digital marketing.
- Oversee the implementation of a cohesive branding image across the organization, including ARF's collateral and publications.

- Manage the process, layout, and content for ARF's print and online publications including, but not limited to, printed magazine, monthly electronic newsletter, and other brand collateral as needed.
- Write engaging and original content for brand publications and individual program marketing.
- Editorial responsibility and style assistance for ARF website; responsibility for marketing content, promotions, and updates of program and event information. Manage the production and creative development of video, photographic, and other visual content to support marketing of ARF's programs and goals.
- Ensure constant media visibility of ARF events, programs, and brand.
- Manage overall approach for media relations, including media relationship development, pitch opportunities, news alert, release, and media kit creation, media briefings, media event staffing and story coordination, and contact list maintenance.
- Assist Executive Director and Development Director in response to media interviews and other opportunities; some spokesperson work required.
- Retain knowledge of ARF's programs, events, culture, and objectives.
- Hire, train, manage, evaluate, and coach skilled department staff.
- Assist Development Director with production of revenue generating products, including design, pricing, positioning, implementation and sales tracking.
- Interface with other departments regarding promotional needs and provide creative and technical support as needed.
- Interface with and tour media partners and other members of the public as needed.
- Always promote a humane and caring attitude toward all animals.
- Always treat people and animals with respect, contribute to effective teamwork, promote staff 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.
- Ensure supervised staff and volunteers comply with all Federal, State, and local safety regulations and laws, as well as ARF policies and guidelines.
- 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.
- Drive ARF vehicles as assigned by supervisor.
- Follow safe driving practices, obeying all traffic laws at all times when driving for ARF business purposes.
- Perform other duties as assigned.

**Physical/Environmental Requirements:**

- Transport and set up event and marketing related materials.
- Work environment includes constant exposure to animals and animal allergens.
- Push/pull moderately heavy objects up to 25 pounds.
- Lift and move objects and animals weighing up to 40 pounds for short distances.
- Kneel, bend, stoop, squat, reach above and below shoulder level, grasp and turn objects, stand, and/or walk frequently and repetitively before, during, and after events.
- Flex the neck upward and downward; twist the neck and the waist.
- Sit for long and short periods while using a computer.
- Tetanus and rabies inoculations are required or must be waived.
- Drive an automobile.

**Education:**

- Four-year college degree with preferred emphasis in marketing, journalism, English, communications, 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:**

- Excellent people management and proven leadership skills. Be viewed as a motivator and leader. Experience in molding and developing staff into a cohesive team while holding individuals and work units accountable for their results.
- Demonstrated ability to execute short and long-term marketing strategies and programs. Experienced in social media outreach and campaigns.
- Strong analytical skills and ability to identify and access department issues and opportunities. Enjoys problem solving within existing resources; does not rely on additional dollars to resolve problems.
- Ability and initiative to work with minimal supervision and direction. Be self-starter, facilitator, organizer and innovator.
- Proven organizational and planning skills and the ability to meet deadlines, and delegate tasks appropriately.
- Superior writing, editing, interpersonal, and written/verbal communications skills; the ability to compose persuasive prose with a clear call-to-action, and ability to multi-task under minimal supervision in a team-oriented, deadline-driven environment.
- Self-motivated and goal-oriented with ability to remain flexible in a changing environment, operate effectively with a creative use of limited resources, and quickly adapt to tight deadlines and multiple projects.
- Excellent time management and organizational skills and the ability to excel at details, multi-tasking and working under pressure.

- Hands-on experience using style guides; familiarity with publication design and/or previous experience working with graphic designers, copy editors, and print vendors; and PC proficiency with Microsoft Office software such as Access, Excel, Word, PowerPoint, Publisher, and Outlook.
- Expert proficiency with the internet and online platforms including social media (Facebook, Twitter, Instagram, YouTube, and more) and CMS, HTML, Convio, Google Analytics, and Google AdWords.
- Excellent English Language Skills including the ability to read, analyze and interpret complex material. Ability to write in various styles, including correspondence, proposals, speeches, and articles for publication that conform to prescribed style and format. Ability to effectively present information to staff and public groups. Journalism experience a plus.
- Solid phone skills and appropriate protocol.
- Affection for animals, concern for their welfare and a willingness to accommodate animals in the work place.
- 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 personal appearance.
- Comfortable and skilled in working with a diverse staff, volunteers, and community.
- Ability to work with, evaluate, coach and supervise staff and volunteers in an effective and respectful manner while holding individuals accountable for their results.
- Must have a valid California Driver's License and must not have more than two at-fault incidents in a three-year period and no major at-fault violations in the last ten years, and must be insured.
- Must be able to pass a background check.

**Hours:**

Full-time exempt position requires a minimum of 40 hours per week. Daily reporting hours and days of the week may vary according to the needs of the department. Occasional weekend and evening work may be required.

**Salary:** \$50,000 - \$65,000 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](mailto:schew@arflife.org) or fax to (925) 977-9079 or mail to "ARF Jobs, 2890 Mitchell Drive, Walnut Creek, CA 94598".