



**Development & Marketing Specialist**  
**Full-time/Salaried**

**Summary**

The Development and Marketing Specialist at Friends of Pima Animal Care Center (PACC) will serve as an essential team member of Friends of PACC's fundraising and communication program. The specialist will manage a variety of day-to-day activities in support of development and marketing, including assisting donors in writing, in person, and over the phone; developing social media and all other marketing content; managing media relations; maintaining the organization's website; and more as outlined below. They will assist the Development Director with grant writing, grant reporting, and writing donor facing collateral.

**Functions**

- Provides excellent customer service to donors in person, in writing, and over the phone, often serving as a donor's first point of contact with Friends of PACC.
- Develops an annual marketing plan in collaboration with the Development Director.
- Organizes and manages all online fundraising campaigns.
- Serves as a main point of contact with volunteer pet projects regarding branding, fundraising, and vendor payment.
- Aids with graphic design for all collateral including print ads and online content.
- Writes all press releases and serves as the first point of contact for the media.
- Creates all fundraising and marketing collateral materials and correspondence, including print and electronic newsletters, brochures, social media content, and appeals.
- Helps maintain data integrity when running CRM reports.
- In conjunction with the Development Director analyze marketing campaigns.
- Assists with writing grants, preparing grant reports, and meeting grant deadlines.
- Develops regular content for and manages all social media channels.
- Monitors and maintains the [info@friendsofpacc.org](mailto:info@friendsofpacc.org) email account.
- Creates all acknowledgement letters in keeping with national best-practice standards.
- Maintains the Friends' and ancillary websites, including consistent blog updates and responding to contact made through the website.
- Tracks marketing metrics including reports to Board of Directors.
- Creates and maintains organization's style guide and communications policies and procedures.
- Assists with organizing and executing Friends of PACC events. Assists in the development and implementation of Friends signature event.
- Oversees the El Tour de Tucson team fundraiser and multiple related events.
- Represents the Friends of PACC at community events.
- Recruits and manages Friends of PACC volunteers.
- Performs other duties as assigned.

**Preparation and Knowledge**

Candidates must possess essential personal qualifications including, at a minimum, a commitment to the mission and vision of Friends of PACC and a passion to provide quality services to the pets who come to PACC. In addition, the ideal candidate will possess the following:

Updated February 1, 2021



- Associate's or bachelor's degree in a related field
- 3-5 years of experience in the nonprofit sector
- Excellent written and verbal communication skills
- Proficiency in Microsoft Word, Excel, PowerPoint and website software
- Fluency in social media
- Database management experience
- Email marketing experience
- Graphic design skills and experience
- Knowledge of/experience within the animal welfare sector is a plus

#### **Other essential qualities**

- Integrity
- Initiative
- Quick learner
- Dependability
- Good judgment
- Ability to present information concisely and effectively, both verbally and in writing
- Ability to organize and prioritize work
- Ability to work independently with little supervision
- Excellent interpersonal skills

#### **Physical Demands/Working Conditions**

- Intermittent physical activity including bending, reaching, and prolonged periods of sitting and using a computer
- Ability to work in an environment with cats, dogs, and other animals
- Ability to lift 30 pounds
- Hours may include weekends, evenings, and holidays as needed—including some special events.

#### **Qualified and Interested Applicants**

To apply, please submit a cover letter addressing the qualifications for the position, a current resume, and a short writing sample. Email to: [tammi@friendsofpacc.org](mailto:tammi@friendsofpacc.org) with the subject line: **DMS**  
*Salary range:* \$45-47K DOE. 40 hours/week, flexible. Health, vision, dental, PTO, and retirement benefits are available. *Deadline:* Open until filled. Applications that do not contain all the required documents will not be considered.

#### **About Friends of Pima Animal Care Center (PACC)**

Friends of PACC is the nonprofit partner to our county animal shelter which is the only shelter in our community that never turns away a pet in need, taking in approximately 12,400 pets annually. Friends of PACC exists to support and enhance PACC's efforts to save the lives of pets in need. We grant critically needed resources—like veterinary care, medications, and equipment—to PACC so that it can continue the amazing lifesaving progress it has made in recent years. We envision a future in which every pet who comes to PACC is supported with the resources needed to find a loving home.



*Friends of Pima Animal Care Center is an equal opportunity employer, complies with all Federal and Arizona State laws, regulations, and executive orders regarding non-discrimination and affirmative action.*

#### PRE-EMPLOYMENT SCREENINGS

Friends of Pima Animal Care Center conducts pre-employment screenings for all positions, which includes a background check, verification of academic credentials, licenses, certifications, and work history. In addition, a check of names and identification documents is conducted on all new employees to ensure they are legally authorized to work in the United States.

Apply now.