



Job Description

Title:	Director of Marketing and Communications (DMC)
FLSA Designation:	Exempt
Department:	Marketing and Communications (MarCom)
Reports to:	Chief Development and Marketing Officer (CDMO)
Date:	March 9, 2026
Hiring Range:	\$63,000 to \$86,000

Job Purpose:

The Director of Marketing and Communications (DMC) is a strategic, mission-driven leader who advances HSSA's priorities by leading the organization's marketing and communications efforts and building the strong internal and external relationships that are essential for team success. This role guides the MarCom team in generating donor revenue while promoting programs across HSSA's three strategic pillars: lifesaving, community engagement and support, and animal care and well-being. The DMC directs the strategy and leads the execution of a comprehensive marketing and communication plan that elevates HSSA's voice, drives engagement across multiple channels, and positions HSSA as an animal services leader and innovator.

The DMC serves as a key advisor to the CEO and Chief Development and Marketing Officer on brand positioning, public narrative, and organizational reputation management, ensuring alignment between marketing efforts and HSSA's overall strategic plan.

Essential Functions:

- Lead the development and execution of the department's strategic goals and annual Marketing and Communications Plan.
- Define and monitor key performance indicators (KPIs) for all marketing channels, adjusting strategy based on performance data, industry benchmarks, and return on investment.
- Lead and manage a team of MarCom staff, volunteers, and consultants in creating high-impact campaigns that drive people to act.
- Establish clear performance standards, provide coaching and professional development, and ensure accountability across the MarCom team.
- Oversee and drive efficient project management to ensure timely and accurate delivery of campaigns and departmental initiatives.
- Monitor operational and programmatic priorities and proactively design responsive marketing strategies to address ongoing and urgent lifesaving and community needs.



- Direct the creation of fundraising campaigns across multiple channels (e.g., email, social media, direct mail, digital and search ads, website).
- Build and maintain strong partnerships with HSSA program leaders to ensure MarCom initiatives support programmatic goals.
- Build and maintain relationships with media outlets to increase positive earned coverage for HSSA and provide media training, guidance, and preparation for team subject matter experts.
- Oversee an ongoing website refresh project through completion and continually manage and monitor website content, SEO and GEO, and analytics to boost HSSA's visibility and user engagement.
- Manage the MarCom budget responsibly, including vendor oversight and contract management.
- Direct HSSA's mass email strategy, analyzing performance and adjusting content and cadence as needed.
- Collaborate with senior leadership to draft key communications, both internal and external, ensuring clear, unified messaging.
- Represent HSSA professionally at community events and with staff and community partners.
- Protect and uphold HSSA's brand integrity across all messaging and public-facing materials.
- Perform other duties as assigned.

Minimum Qualifications:

- Bachelor's degree in marketing, communications, journalism, English, or another relevant discipline, or equivalent work experience
- Minimum of seven years of full-time progressive professional level marketing and communications experience, including at least three full years in a leadership role, including managing personnel
- Minimum of three years of experience creating multi-channel marketing campaigns that successfully generate revenue and engagement
- At least two years of media-relations experience, with demonstrated success in building relationships with media personalities and outlets, and a track record of writing press releases and pitching stories that generate positive news coverage
- Experience managing an advertising budget for best ROI
- Experience working with senior leadership to craft sensitive communications and manage crises
- Knowledge of current and emerging best practices in print marketing, digital marketing, and media relations

Preferred Qualifications:



- Master's degree in marketing, communications, journalism, English, or another relevant discipline, or equivalent work experience
- Director-level marketing and communications experience for a mission-based nonprofit that relies on donor support for operations
- Experience producing multi-channel marketing campaigns that successfully generate revenue and engagement for a mission-based nonprofit
- Experience collaborating with a nonprofit's Development team to plan and execute successful year-end giving campaigns
- Experience utilizing paid Google Ads, granted Google Ads, and other digital ad platforms to generate donation revenue, build brand awareness, and precipitate action
- Bilingual proficiency in written and oral English and Spanish
- Experience working for or volunteering with an animal-welfare organization

Performance Factors and Skills:

- Ability to create and execute a strategic, organization-wide MarCom plan
- Ability to translate organizational strategy into measurable marketing outcomes
- Strong project management skills, including leading complex, interdepartmental initiatives
- Excellent copywriting skills and ability to craft effective CTAs
- Strong strategic planning and critical-thinking abilities
- Proven ability to lead and motivate creative teams
- Proficiency with Asana or similar project management platforms to drive successful project management
- Awareness of current and emerging trends and best practices in digital marketing
- Strong relational and interpersonal communication skills for building important internal and external partnerships
- Advanced knowledge of direct-response fundraising strategies
- Ability to work independently under deadline pressure and pivot for emergent priorities
- Proven media relations expertise with a track record of securing positive coverage
- Ability to advise senior leadership on effective crisis-management communications and execute those communications
- High degree of discretion, emotional intelligence, and professionalism
- Alignment with HSSA's mission, values, and professional standards

Working Conditions:

Primarily an onsite, office-based position with additional community- and shelter-based work. Exposure to companion animals of various species, sizes, breeds, and



temperaments. Exposure to zoonotic diseases, loud noises, and outdoor weather conditions.

This job description is not intended to be an exhaustive list of all duties, responsibilities, skills, efforts or working conditions or qualifications associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise or to require that other or different tasks be performed when circumstances change, for example, emergencies, changes in personnel, workload, rush jobs, or technological breakdowns in departments.

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