



Position: Sr. Marketing Manager
Reports to: Communications Director

Sr. Marketing Manager is the primary person responsible for developing and executing a comprehensive, integrated marketing and brand strategy in support of Pasado's Safe Haven's organizational goals. This includes managing print, digital and social media channels in coordination with broader Communications and Development goals. This position also oversees the Adoptions & Foster Manager and Communications Coordinator. Duties include, but are not limited to:

- Create and execute an integrated annual marketing plan (and calendar) that directly supports Communications and Development goals -- includes key performance metrics
- Manage and optimize all aspects of animal rescue storytelling – including identification of strongest stories, capture of visual assets, and development of processes that support smooth cross-team communication
- Write and manage review/production process of print and online content that supports engagement and growth of "Community" donors in support of Development goals
- Manage and optimize social media programs, working with team members to ensure consistent voice and appropriate content in support of organizational goals
- Manage development of print and digital collateral in support of program and departmental needs (using staff or contract vendors as appropriate to project scope)
- Manage consistent branding across all channels while ensuring the Brand Guidelines are maintained as a living document that helps keep our brand compelling and relevant in an evolving landscape
- Effectively manage all communications-related digital assets in central location for organization, including comprehensive photo and asset library
- Support logistics and promotion of Pasado's Safe Haven's merchandising program
- Provide strategic counsel and analysis to Communications and Development Directors to evaluate effectiveness of communications plans and proactively recommend changes in strategy as necessary
- Manage 2+ individuals supporting marketing/promotion

Required Qualifications

- Minimum of B.A. required
- Minimum 7+ years' proven experience in Marketing with increasing and broad responsibilities
- Proven experience managing both social media and direct mail
- Strong organizational and project management skills
- Outstanding written and verbal communication skills
- A successful track record in setting priorities; keen analytic, organization and problem solving skills which support and enable sound decision making
- Excellent communication and relationship building skills with an ability to prioritize, negotiate, and work with a variety of internal and external stakeholders
- A multi-tasker with the ability to wear many hats in a fast-paced environment
- Ability to work independently and collaboratively, as situations warrant

- Strong problem solving skills; ability to be resourceful
- Sound judgment, especially under pressure
- Positive attitude and mature perspective
- Personal qualities of integrity, credibility and dedication to the mission

Employee Benefits

- Medical, dental, and vision, (employees contribute a percentage)
- 401(K)
- Paid-time-off and holidays, accrued according to schedule
- "At cost" veterinary care when possible
- Opportunity to bring your dog to work

Please send resume and cover letter to: HumanResources@Pasadosafehaven.org