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**Volunteer Position:**

**Marketing Coordinator**

**Primary Objective:**

Create, update, and maintain new and fresh content on social media and website, as well as timely release of newsletters and/or providing content for newsletters. Assist in gathering information on dogs currently in foster, those who have recently been adopted, etc.

**Responsibilities:**

* Communicate with all levels of the organization including foster homes in order to gather information on dogs to be highlighted and success stories to promote.
* Add and update content on the website often ensure accurate information
* Assist in the development of social media content
* Write articles for contribution to the quarterly newsletter.
* Take pictures or organize with another volunteer to have pictures taken at adoption events
* Work closely with the Foster Care Coordinator to ensure up-to-date information and images are available for dogs in foster care.
* Maintain a catalog of success stories and/or press releases for use with promotion of rescue or grant submittals.

**Qualifications:**

* Must be at least 18 years of age
* Must be reliable, responsible, a self-starter, and be able to work independently.
* Must have good written and oral communication skills.
* Must have excellent computer skills and/or experience in graphics, website design, journalistic or blog writing.

**Location and Hours**

* A few hours a month.
* Positions are available in each state True Heart serves*. (Indiana, Kentucky, Ohio, North Carolina, and Pennsylvania)*

**Supervision:**

* Report to Administrative Coordinator

**Benefits:**

* Save lives of dogs that may have otherwise been euthanized in a shelter
* Increase knowledge of dogs
* Improve socialization and training of animals and assist people in understanding dogs needs
* Build network of animal welfare individuals in your community.
* Improve social media and marketing skills

**Requirements:**

* Sign a Volunteer agreement and protocol