



## Charlottesville Albemarle SPCA Job Description

Position: Pet Promotion Expert  
Job Status: Full time, Exempt  
Schedule: Tuesday-Saturday  
Reports to: Director of Advancement  
Revision Date: 08.13.18

### **Position Summary**

The role of the Pet Promotion Expert is to provide creative writing, photography, and video services to the Charlottesville-Albemarle SPCA (CASPCA) for the purpose of marketing and promoting animals available for adoption. Materials may be used by other departments as needed. The Pet Promotion Expert creates marketing material and uses social media to reach potential adopters and to share our animals with the community. A high level of professionalism, flexibility, enthusiasm, creativity, and attention to detail is required. Responsible for using the written word to express ideas or tell a story in order to promote animals. This position reports to the Director of Advancement.

### **Primary Duties and Responsibilities:**

- Take striking photos of our adoptable animals to show them at their best, cropping and editing as needed. The animals' photos will be posted on the CASPCA's website and social media to promote our animals for adoption. Photos may be taken in a studio, in the foster family's home, outdoors, or at adoption events.
- Create compelling videos of our adoptable animals, document the CASPCA's off-site adoption events, other events, and assist in creating marketing campaigns. Videos will be posted on the CASPCA's website and social media platforms to promote our organization and adoptable animals.
- Write colorful, accurate descriptions for our adoptable animals. The bios will be used on our website and social media platforms to introduce the animals to potential adopters.
- Will need to gather information on the animal by meeting the animals, collecting information from our shelter data management system, and talking to staff, volunteers, and fosters.
- Responsible for keeping pet profiles updated.
- Keep audience engaged by providing shareable and fun content on social media.
- Will drive the Compassionate Care-A-Van and is willing to go on transports.
- Other duties as assigned that further program goals and objectives.

### **Skills/Qualifications:**

- You must have the ability to take nice, clear photos. Must have the technical ability to load and edit photos.
- Experience with video editing software. Ability to input music, dialogue, graphics and effects as needed. Must be able to work with the Director of Advancement to bring their vision to life.
- Good writing skills and the ability to write in a creative, positive style.
- Proficient in social media platforms.
- A basic knowledge of dog and cat behavior with an ability to read dog signals.
- Passion for communicating compelling stories through a visual medium.
- Ability to work independently and also collaborate well with others.
- Strong communication skills.
- Great organizational skills.
- Photo portfolio and/or video reel submission required.
- Sample of social media posts highlighting ability to showcase an animal required.

**Physical Requirements**

Physical requirements are those present in normal office environment conditions. Employee is required to sit at a desk and work at a computer for long periods of time. Must be able to handle large animals. Operational flexibility is required to meet sudden and unpredictable needs. Potential exposure to zoonotic diseases, dangerous and fractious animals, and high noise levels. The Pet Program Coordinator position is a full time, salaried position.

**At Will Employment**

There is no minimum period of employment guaranteed or implied by acceptance of an employment offer. It is the policy of the Charlottesville-Albemarle SPCA that employment is at will, which means that employment is for no specific term and that employment may be terminated by the employee or the Charlottesville-Albemarle SPCA at any time without cause.

**Employee Acknowledgement:**

Signature of Employee: \_\_\_\_\_ Date \_\_\_\_\_

Print Name: \_\_\_\_\_