

Job Title: Marketing Coordinator

Reports To: Director of Marketing & Communications

Type: Full-Time

Schedule: Monday – Friday. Required onsite 4 days/week with occasional weekends/evening as needed.

FLSA Status: Non-Exempt

Summary:

The Marketing Coordinator works on behalf of the Humane Society of Charlotte under the supervision of the Director of Marketing & Communications. This position supports the day-to-day execution of HSC marketing and communications efforts and helps promote the organization's programs, services, fundraising initiatives, events, and impact across digital and print channels. The Marketing Coordinator is a highly collaborative, creative, and hands-on role that supports content creation, Canva design, copywriting, digital advertising, email and website marketing, fundraising communications, and event marketing. This position works closely with the Social Media Specialist and teams across the organization to identify timely stories, capture photo and video content, and turn HSC's work into engaging communications for the community.

Essential Duties and Responsibilities:

Marketing & Communications:

- Supports the Director of Marketing & Communications in executing annual marketing plans, campaigns, and organizational priorities.
- Coordinates marketing projects from request through completion, including gathering information, tracking deadlines, obtaining approvals, and delivering final materials.
- Writes and edits copy for email, web, digital advertising, print materials, signage, promotional materials, social media, and other communications.
- Helps maintain HSC marketing, editorial, campaign, and promotional calendars.
- Supports campaign messaging and creative development while ensuring materials are accurate, mission-focused, accessible, and consistent with HSC brand standards.
- Collaborates with departments across the organization to understand program priorities, identify marketing needs, and help prioritize timely opportunities to promote HSC programs and services.
- Helps translate program information into clear, engaging communications for public, client, donor, volunteer, and community audiences.

Content Creation & Social Media Support:

- Works closely with the Social Media Specialist and other teams to plan, develop, capture, and create engaging content that supports HSC's social media strategy.
- Regularly captures photos and video of animals, programs, staff, events, clients, volunteers, and other aspects of HSC's work.
- Proactively works with program teams to identify stories, educational opportunities, events, milestones, and other content worth sharing before opportunities are missed.
- Assists with short-form video creation for Instagram Reels, Facebook, and other digital platforms.
- Edits basic photo and video content for social media, web, email, fundraising, and other digital use.
- Creates social media graphics, campaign assets, and other visual content in Canva.

- Supports social media coverage during events, campaigns, adoption promotions, fundraising initiatives, and organizational announcements.
- Maintains an organized library of photos, videos, graphics, and other digital assets.
- Stays aware of social media and digital content trends and identifies opportunities that align with HSC's audience, mission, and brand.

Design & Creative Support:

- Creates branded marketing materials using Canva and Adobe Creative Suite.
- Designs digital and print materials, including social graphics, email graphics, flyers, posters, event materials, presentations, signage, advertisements, donor communications, and program collateral.
- Uses Adobe InDesign, Photoshop, and Illustrator to update existing design files, complete basic photo and layout edits, resize materials, and prepare production-ready files.
- Adapts existing designs and templates for different campaigns, audiences, platforms, placements, and sizes.
- Maintains and updates Canva templates, Adobe files, shared creative files, photography, logos, and other marketing assets.
- Prepares digital and print materials in the appropriate formats and coordinates with printers and other vendors as assigned.
- Works with the Director of Marketing & Communications to plan and complete larger creative projects and helps coordinate specialized outside design support when approved and needed.

Fundraising & Philanthropy Marketing:

- Partners closely with the Philanthropy team to support fundraising campaigns, donor communications, stewardship efforts, sponsorships, and organizational revenue goals.
- Writes and edits fundraising copy for email appeals, digital campaigns, landing pages, donor communications, social media, print, and other channels.
- Supports direct mail campaigns through copywriting, proofreading, design coordination, asset collection, production timelines, and related project management.
- Helps identify and capture animal stories, program stories, photography, video, and other content that can support fundraising communications.
- Creates fundraising graphics, email assets, digital advertisements, and donor communications in Canva.
- Helps ensure fundraising storytelling reflects HSC's voice and presents animals, families, and community members with dignity and compassion.

Digital Advertising:

- Supports HSC's paid digital advertising strategy under the direction of the Director of Marketing & Communications.
- Helps build, launch, monitor, and optimize advertising campaigns in Meta Business Suite and Meta Ads Manager.
- Develops ad copy, creative variations, campaign assets, and audience recommendations.
- Monitors campaign performance, assists with basic optimizations, and helps identify opportunities to improve results.
- Assists with paid media reporting and maintains organized campaign and advertising records.
- Supports paid campaigns promoting fundraising, events, adoptions, veterinary services, programs, and other organizational priorities.

Website & Email Marketing:

- Makes routine website updates in WordPress, including updating program information, campaign pages, event details, images, links, and calls to action.
- Drafts and edits website copy with attention to readability, brand voice, search visibility, and user experience.

- Supports the production of organizational newsletters, fundraising emails, event promotions, program communications, and other email campaigns.
- Builds and formats emails in HSC's email marketing platform and creates supporting graphics and visual assets.
- Proofreads and tests digital communications before distribution.
- Assists with reporting on website, email, advertising, social media, and campaign performance.

Event Marketing Support:

- Works closely with the Event Manager to support marketing needs for fundraising events, community events, adoption promotions, and other HSC activities.
- Creates event marketing materials including graphics, invitations, signage, programs, presentations, sponsor materials, digital assets, and promotional communications.
- Assists with event email communications, website updates, paid advertising, and promotional timelines.
- Helps coordinate and capture event photography and video before, during, and after events.
- Supports live and real-time event content in collaboration with the Social Media Specialist.
- Helps ensure sponsors and partners receive appropriate recognition across event marketing materials and supports marketing-related sponsorship fulfillment.
- Provides on-site marketing and communications support at select events.

Project & Administrative Support:

- Maintains organized marketing project files, creative assets, photography, campaign materials, and vendor information.
- Helps track marketing requests, deadlines, project statuses, and approvals.
- Coordinates with external vendors including printers, photographers, videographers, advertising partners, and contractors as assigned.
- Assists with collecting, organizing, and reporting marketing performance data.
- Supports special projects and organizational initiatives as needed.

Volunteers:

- Directly oversees daily work assignments of volunteers to ensure completion of work as assigned.
- Coaches volunteers by providing regular, ongoing feedback and training.
- Promotes integration and utilization of volunteers; creates and maintains volunteer positions.

Qualifications/Expectations:

- **Preferred:** Bachelor's degree in marketing, communications, public relations, graphic design, advertising, journalism, or a related field.
- **Preferred:** 1-2 years of relevant marketing, communications, design, nonprofit, agency, or related experience. Strong internships, freelance work, and portfolio experience may also be considered.
- **Preferred:** Experience with Illustrator is preferred. Working knowledge of Adobe Creative Suite, particularly InDesign and Photoshop, with the ability to make basic edits to existing files and prepare materials for print.
- **Preferred:** Experience with basic video editing and short-form video creation.
- **Preferred:** Experience with WordPress, email marketing platforms, social media management tools, Google Analytics, or project management platforms.
- Enthusiasm for the mission of the Humane Society of Charlotte and helping animals and people in our community.
- Excellent writing, editing, proofreading, and storytelling skills.
- Experience with CapCut, Canva video tools, or similar editing platforms is a plus.
- Experience with Meta Business Suite and Meta Ads Manager preferred, or a strong willingness to learn.

- Comfort capturing high-quality photo and video content using a smartphone, camera, or both.
- Experience supporting fundraising communications, direct mail, nonprofit marketing, digital marketing, or event marketing is a plus.
- Detail-oriented with strong organizational and time-management skills and the ability to manage multiple projects and deadlines in a fast-paced environment.
- Ability to work collaboratively with teams across the organization while also managing independent assignments.
- Ability to take initiative, identify marketing and content opportunities, and move projects forward without waiting for every assignment to be handed down.
- Ability to receive feedback, revise creative work efficiently, and maintain accuracy and consistency.
- Strong interpersonal skills with a focus on relationship building and collaborative problem solving.
- Professional and friendly demeanor.
- Exemplifies and fosters a workplace culture of compassion, diversity, equity and inclusion.
- Must be comfortable interacting with dogs and cats.
- Must have a valid driver's license, reliable transportation, and a driving record that meets HSC's requirements for qualified drivers. This position may transport animals for media appearances, events, and other organizational needs.
- Must be willing to work flexible hours, including occasional evenings and weekends as needed.
- EOE

Work Environment:

- Exposure to high noise levels and odors.
- Exposure to fumes or airborne particles and toxic or caustic chemicals.
- Exposure to zoonotic disease in shelter environment.
- The employee should have no known allergies to animals that would prevent them from performing the duties as required.

Physical Demands:

- Must be able to lift & move up to 25 lbs.

I understand the job duties and responsibilities as described above and can perform all tasks as outlined.

Signature: _____

Printed Name: _____ Date: _____