



**Position Title:** Social Media Marketing Associate

**Department:** Marketing and Brand Strategies

**Reports to:** Senior Director of Communications

**Position Summary:** The Social Media Marketing Associate is an integral member of the Morris Animal Foundation Marketing and Brand Strategies team. Primarily, this position manages all the Foundation's social media channels, including Facebook, Twitter, Instagram and LinkedIn, to engage and build its audience, as well as develops new social media channels as these evolve. Secondly, the position assists in the coordination of the Foundation's exhibits at veterinary and consumer conferences throughout the year.

**About Morris Animal Foundation:**

Morris Animal Foundation is the oldest and largest nonprofit source of funding for science that improves the lives of animals. Established in 1948 by Dr. Mark Morris Sr., the Foundation has funded more than 2,600 studies and committed over \$118 million to research benefitting companion animals and wildlife. Based in Denver, Colorado, our staff of 35 professionals manages approximately 250 studies at any given time, including the Golden Retriever Lifetime Study, the largest and most far-reaching study of its kind run to date in veterinary medicine.

Building on this history, the Foundation is entering a new era. We believe our commitment to improving and protecting animal life means that expanding the depth, scope and reach of our work is not only possible, but imperative. There is a tremendous amount of work to be done, and we are focused on scalable and sustainable growth of revenues and programs to meet the need.

**Position Description:**

Under the direction of the Senior Director of Communications, support the Foundation's mission through strategic communications to achieve departmental goals:

- Generate comprehensive and creative social marketing plans for the Foundation
- Write, edit, post and manage high-quality content on the Foundation's social media channels (Facebook, Twitter, Instagram, LinkedIn and YouTube)
- Build an engaging, inspiring and inviting social community on all platforms
- Manage and execute paid social media/digital marketing campaigns, as well as their budgets
- Create social media content calendar
- Provide insightful reports, analysis and information as required, to inform outreach strategy and social media activity
- Maintain expertise across social media platforms as they evolve

Under the direction of the Associate Director of Marketing:



- Coordinate conference planning to ensure smooth exhibit operations
- Act as liaison with conference vendors, coordinating exhibitor registration, booth materials and furniture orders, lead retrieval device rental, shipping and other logistics

**Position Requirements:**

- College degree (BS/BA) in communications, journalism, marketing or a related field
- 3-5 years' experience of planning, developing and executing strategy of social media accounts and campaigns.
- Proven success creating clear, compelling messages attractive to different audiences
- Experience with paid social media advertising strategy and execution, as well as ability to manage budget
- Knowledge of social media metrics to measure results of outreach
- Adobe Photoshop expertise
- Outstanding organizational skills
- Excellent written and verbal communication, and interpersonal skills
- Must be able to lift, carry, push or pull various pieces of equipment for conferences and meetings, which may require the ability to lift heavy and awkward objects up to 25 lbs.
- Travel as needed for conferences

**Preferred Requirements:**

- Experience working for a nonprofit
- Interest in science and/or have a scientific background
- Passion for helping animals around the world
- Experience with website framework Drupal
- Project management experience

**Position Specifications:** Full time, exempt, non-supervisory position

Please email your resume, cover letter, and salary requirements in a word document or pdf, labeled with your complete name to Lisa Whipple at [lwhipple@morrisanimalfoundation.org](mailto:lwhipple@morrisanimalfoundation.org). Please list "Social Media Marketing Associate" in the subject line of your email. **Incomplete and/or inaccurate applications will not be considered.**