



Position Title: Social Media Marketing Associate

Department: Marketing & Brand Strategy

Reports to: Associate Director of Marketing

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 Associate is responsible for providing thoughtful, engaging and scientifically accurate content for occasional blogs, emails, advertising and other purposes.

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 2,670 studies and committed over \$126 million to research benefiting companion animals and wildlife. Based in Denver, Colorado, our staff manages around 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 Associate Director of Marketing, 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
- Contribute content for web, advertising, email, direct mail and other channels of communication as needed



- Promote and adhere to Foundation Core Values: Excellence, Respect, Compassion, Collaboration, Innovation, and Determination.

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 occasional 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

Morris Animal Foundation offers competitive pay with job growth and professional development opportunities for its employees. Our benefits package includes paid employee health, dental, vision, short-term disability, long-term disability and life insurance, as well as a matched 403b, a lifestyle spending account and, our favorite benefit, dogs in the office. Come be part of a compassionate and collaborative organization bursting with pride for its mission!

Please email your resume, cover letter, and salary requirements in a word document or pdf, labeled with your complete name to Lindsey Washington at lwashington@morrisanimalfoundation.org. Please list "Social Media Marketing Associate" in the subject line of your email. **Incomplete and/or inaccurate applications will not be considered.**