



## **Director of Development and Communications**

Full-Time Position | Reports to Executive Director

### **Position Summary**

This position is responsible for managing the organization's fundraising, communications, and marketing efforts to strengthen the reach and impact of Providence Animal Rescue League's mission and programs. The ideal candidate for this position has fundraising and marketing experience and is a skilled communicator with grant writing and copywriting experience or training.

### **Fundraising**

- Create and manage fundraising appeals across different mediums and media platforms (2-3 annual appeals and several mini campaigns per year)
- Research, draft, and submit grant applications
- Cultivate relationships with donors, foundations, and businesses
- Maintain budget for fundraising programs and major events
- Work closely with board-level development and marketing committee
- Participate in major donor solicitations in partnership with executive director and board members
- Direct the production of annual fundraising events
- Maintain detailed and accurate donor database (Salesforce NPSP)
- Manage recognition, acknowledgements, and incentives for donors

### **Communications**

- Design and generate various printed/electronic communications and promotions
- Update and manage organization's website and social media channels
- Utilize digital and traditional marketing methods and programs (e.g. HubSpot, Salesforce NPSP, media partnerships) to achieve organization's goals and streamline internal processes
- Be the steward of the PARL brand; ensure organization-wide compliance and staff training as necessary (e.g. style guide and templates)
- Identify new opportunities for marketing and outreach
- Write and distribute press releases and participate in media interviews and promotional opportunities as appropriate
- Manage organization's photo and video database

### **Leadership/General**

- Provide programs, presentations, and training to staff and community as requested
- Participate in meetings and activities as a member of the department leads team
- Promote communication and cooperation between organization's departments
- Represent the organization on committees as requested.
- Supervise volunteers/interns working on fundraising and communications tasks



# PROVIDENCE ANIMAL RESCUE LEAGUE

## Requirements/Qualifications

- Experience with Salesforce NPSP and HubSpot strongly preferred
- Skilled in basic graphic design concepts; ability to create aesthetically pleasing graphics and communications pieces with efficiency is strongly preferred
- Associate's or Bachelor's degree in fundraising, marketing, communications, business administration or related field preferred
- Animal welfare experience is a plus; must be comfortable around all types of companion animals
- Able to lead and motivate groups and individuals
- Detail oriented with exceptional communication skills, both written and verbal
- Able to prioritize and perform duties efficiently and effectively with independence
- Must be at least 18 years of age and have valid driver's license.

**Working Conditions:** Work is performed in an animal shelter that operates seven days per week with exposure to animals, including some with questionable health and temperament concerns, high noise levels, zoonotic diseases, and cleaning agents. The person in this position needs to regularly move about the shelter. Regularly operates a computer and other office equipment (i.e. calculator, copier, and printer). Occasionally positions self to handle animals of all sizes in a variety of areas and positions (low cages, high cages, on tables, on the floor, in vehicles, etc.). Constantly communicates with clients, staff members and volunteers who have inquiries and must be able to exchange accurate information in these situations.

**Availability:** Availability and a willingness to work a flexible schedule are a plus. This is a full-time, exempt position. Remote work/hybrid schedule for the short-term due to Covid-19 is allowed but position will eventually transition to full-time, in-shelter. Daily reporting hours and days of the week may vary according to the needs of the organization. Must have ability to travel locally to manage events; may include occasional evening or weekend work.

**Benefits & Pay:** Salary commensurate with experience. Benefits include: Medical insurance, Dental Insurance, Simple IRA 3% company match, 3 weeks paid time off

**To Apply:** Please send resume and cover letter to Rebecca Baylies, Executive Director, [rbaylies@parl.org](mailto:rbaylies@parl.org). Applications will be reviewed as received. Candidates selected for interview will be requested to provide references and a portfolio of writing samples and graphic designs. Position open until filled.

## Equal Employment Opportunity

The Providence Animal Rescue League provides equal opportunity in all of our employment practices to all qualified employees and applicants without regard to race, color, religion, gender, national origin, age, disability, marital status, sexual orientation, military status, or any other category protected by federal, state, and local laws. This policy applies to all aspects of the employment relationship, including recruitment, hiring, compensation, promotion, transfer, disciplinary action, layoff, return from layoff, training, social, and recreational programs. All such employment decisions will be made without unlawfully discriminating on any prohibited basis.