

Effective: April 1, 2025
Job Title: Development & Communications
Coordinator
Department: Development
Reports to: Director of Development
Primary Location: San Luis Obispo Atascadero Both
Travel Required: Yes No
Remote Work Available: Yes No Limited
Employment Type: Full-time (≥ 30 hours/week) Part-time (< 30 hours/week) Temporary On-Call
 Exempt Non-exempt
Schedule: Average 32- to 40-hour work week with weekend, evening and holiday availability



Mission: Our Mission is to rescue and shelter homeless companion animals, promote responsible pet ownership, provide humane education and celebrate the human-animal bond.

Vision: Our Team is dedicated to delivering exceptional customer service, offering the best care within our means to every animal, and treating every individual, whether human or animal, with empathy and kindness. We strive to work efficiently, creating a positive and collaborative work environment that fosters growth and learning.

Working Environment: Work is conducted within an animal shelter environment. This may involve exposure to environmental factors, including temperature fluctuations, elevated noise levels, zoonotic diseases, animal waste, potentially hazardous chemicals or materials requiring OSHA Safety Data Sheets, anesthetics, sharp objects, as well as the possibility of interacting with hostile individuals and handling dangerous or aggressive animals.

Physical Requirements:

- Must be able to stand, walk, sit, talk, hear and see, stoop, bend, squat, kneel, grasp, put fingers together firmly and reach above and below shoulder level and lift; push, lift or pull 50 pounds for situations of restraining or moving animals and lifting supplies, materials and equipment;
- Repetitively use hands to move animals around and operate computers;
- Flex the neck upward and downward; twist the neck and the waist;
- Specific vision abilities required are close and mid-range vision, distance vision, color vision, peripheral vision, and ability to focus;
- Appropriately and humanely restrain cats and dogs; control dogs on a leash; work with a variety of animals in multiple settings both in and out of the clinic/shelter;
- Be able to tolerate extended periods of 4 to 6 hours of performing moderately strenuous activities, standing, lifting, stretching and bending;
- Work in an environment with daily changes in climate;
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- May require long hours, including evenings, weekends, and holidays, to ensure the shelter's operation and address emergencies or issues outside of regular working hours.

Mental and Emotional Resilience: Working in an animal shelter requires a commitment to support the animals in our care. This includes challenges of animal welfare, including euthanasia and potentially hostile or difficult situations.

Job Title: Development & Communications Coordinator

Job Summary: Under the direction of the Director of Development (DOD), the Development & Communications Coordinator (DCC) assists in all areas of the Development Department, including fundraising, marketing, donor relations, community engagement, events, and administration. Both a team-player and a self-starter, the DCC oversees specific donor programs and administrative tasks, while also contributing to collaborative efforts as needed. The DCC is skilled and experienced in all areas of modern, multi-channel marketing and communication (including social media, graphic design, public relations, web content management, and direct mail) and supports the fast-paced, multi-faceted programs and initiatives of the Development Department by demonstrating impeccable customer and donor relations; a nimble and enthusiastic ability to multi-task and learn new skills; and strong, detail-oriented organizational skills.

Required Education and Experience:

- High school diploma or equivalent
- 2 years' experience in development, fundraising, or marketing
- Possession of a valid unrestricted California driver's license with required auto insurance

Preferred Education and Experience:

- Bachelor's Degree in Marketing, Graphic Design, Communications or a closely related field
- Experience in social media marketing, public relations, graphic design, website content-management, database management
- Experience in customer service and donor relations
- Experience with Donor Perfect or other donor database software; Photoshop, Canva, or other graphic design software; Facebook Business Suite; WordPress or other CMS platforms; Excel, Word, PowerPoint

Essential Skills:

- Mission Dedication & Work Ethic:
 - Displays an unwavering commitment to Woods Humane Society's mission
 - Energetic, hardworking, and a collaborative team player
 - Maintains a positive, enthusiastic, and professional image when representing Woods Humane Society
 - Ability to handle animals safely with patience, gentleness and a personal commitment to animal welfare
 - Ability to have unbiased and non-judgmental interactions with the public
- Communication & Engagement Excellence:
 - Exceptional graphic, written and verbal communication skills with the ability to craft persuasive multimedia content to engage and inspire diverse audiences
 - Detail oriented and passionate about clear, concise writing and correct spelling and punctuation
 - Proficiency in creating impactful social media posts, press releases, proposals, reports, solicitation letters, donor correspondence and other written tools
 - Superior interpersonal skills, demonstrating an ability to clearly and politely communicate, build rapport, problem-solve, and otherwise steward relationships with the public with tact and grace
 - Ability to clearly articulate the vision, mission, and goals of the organization to inspire and motivate
- Adaptability & Time Management:
 - Ability to set and manage priorities while remaining flexible to meet deadlines
 - Able to thrive in a fast-paced environment, handling multiple tasks under pressure and maintaining energy and enthusiasm through repetitive tasks
 - Maintains a flexible schedule, including availability for evening and weekend work

Job Title: Development & Communications Coordinator

- Problem Solving & Organizational Abilities:
 - A collaborative approach to solving complex problems
 - Exemplifies strong organizational and project management skills with the capacity to prioritize
- Technology Proficiency:
 - Proficient in technology, including Microsoft Office Suite, and other job-related software and equipment such as printers, phones, and fax machines
 - Adept with common marketing tools such as Constant Contact, WordPress, and Facebook Business Suite
 - Proficient in data entry and use of Donor Perfect or other database software
 - Proficient in website content management with an understanding of Search Engine Optimization (SEO), digital marketing and Google ads & Analytics
 - Proficient in design technology, with basic understanding of how to use InDesign, Canva, Photoshop, or other design software
- Compliance with Legal and Regulatory Framework:
 - Compliance with Federal, State, County & Department animal welfare laws and regulations.
- Confidentiality:
 - Handles confidential information with discretion

Key Responsibilities:

General

- Foster a robust and transparent working rapport with the Director of Development and the Development Team, ensuring open channels of communication pertaining to the department's program initiatives, achievements, and setbacks
- Demonstrate ethical behavior, integrity, and transparency (when possible), in all interactions, maintaining composure and adaptability in the face of challenges and setbacks
- Actively listen and communicate clearly
- Leverage technology and tools to streamline processes and enhance productivity

Development

- Administration:
 - Provide administrative assistance to the Development Director in day-to-day operations
 - Check, organize, open and deliver mail daily. Oversee the receipt and distribution of package deliveries in a timely manner
 - Assist Operations with Woods Goods inventory, receiving packages, entering inventory in the Point of Sale (POS) software, labeling and distributing inventory, as needed, in the Woods Goods shop
 - Oversee the cleanliness, organization and order of the administrative area, including overseeing the printers, ink cartridge management, and paper/envelope ordering and organization
 - Assist with printing, mailing and filing grant proposals, bequests, and other donor documentation, as directed
 - Assist with filing, shredding and general organization and storage of Development materials
 - Assist in the audio/visual components of internal staff meetings, presentations and education
 - Prepare and organize documents, reports, and presentations
 - Perform general housekeeping within the department and other areas as assigned, ensuring the breakroom and kitchen are clean, organized and stocked

Job Title: Development & Communications Coordinator

- Utilizing time-keeping software, accurately record all time worked as well as designated lunch periods. Check time cards regularly to verify accuracy of your entries. Report any discrepancies immediately to your supervisor or the Human Resources department
- Maintain strict confidentiality with client and donor information
- Regularly attend all staff meetings
- Complete all required and assigned training
- Carryout other duties as assigned by the DOD
- Engagement:
 - Assist with hand-writing cards to donors and accurately entering donor correspondence in Donor Perfect
 - Process donations, payments and refunds according to established policies through POS and/or Donor Perfect software
 - Assist in answering phone calls or responding to voicemails throughout the day ensuring all messages are responded to by each business day's end, particularly helping to field calls regarding in-kind donations, donor information updates, and donor acknowledgement
 - Oversee various donor programs including but not limited to: Caring Companions, Tribute Wall, In-Kind Donations, and Planned Giving. This includes fielding phone calls; leading tours and meetings; collecting, organizing and attaching required paperwork to donor files; tracking and reporting on these programs; and setting goals and strategies to grow these programs
 - Collaborate with the Development Director to execute fundraising campaigns, donor events, and engagement events
 - Assist in donor cultivation and stewardship activities such as tours, check presentations, meetings, luncheons, etc.
 - Assist with planning and implementation of events as needed, including hosting booths at public events, coordinating in-kind donations and service projects, and assisting with volunteer groups and events
 - Act as a representative of the organization, attending events, interacting with donors and participating in community outreach programs as needed
- Marketing:
 - Work closely with the Development Team to implement marketing strategies and campaigns, contributing content for social media, emails, newsletters, and other communication channels as needed
 - Assist in the timely updating of the website, lobby screens, circulated flyers, etc.
 - Assist in creating graphic designs for use in social media, event promotion, and other campaigns and outreach efforts as needed, according to branding guidelines
 - Assist in the communications goals of WHS, including support in drafting press releases, acknowledgement letters, direct mail appeals, emails, and other written content for events, campaigns, and engagement efforts

Customer Service

- Ensure that the general public (whether in person or via telephone or e-mail) is assisted in a helpful, professional, and timely manner, providing a high level of personalized customer service
- Accurately field questions regarding the organization's services and programs
- Assist other departments as necessary, answering phones, processing adoptions and assisting customers and volunteers, as directed

Safety

- Compliance with the organization's Safety Policies and Procedures, promptly addressing all safety concerns with any Supervisor on duty

Job Title: Development & Communications Coordinator

Woods Humane Society is committed to fostering, cultivating and preserving a culture of diversity, equity, inclusion and belonging.

Our human capital is the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities and talent that our employees invest in their work represents a significant part of not only our culture, but our reputation and achievements as well.

We embrace and encourage our employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make our employees unique.

All employees of Woods Humane Society have a responsibility to treat others with dignity and respect at all times.

This Job Description provides a detailed overview of the qualifications and requirements specific to the designated role. It is important to note that the job description may be subject to periodic updates, including additions, deletions or further revisions as deemed necessary.

Your employment, whether in the mentioned position or any other role at Woods Humane Society, is at-will, with no predetermined term. This means that either you or Woods Humane Society retains the right to terminate your employment relationship at any point.

By signing below, you affirm your clear understanding of the job's requirements, your possession of the requisite experience, skills, certifications, licenses, or permits, your commitment to fulfilling the outlined duties, and your willingness to adapt to changes in the job description as it evolves. Furthermore, you agree to promptly report any discrepancies or concerns related to the job description to your immediate supervisor or the Human Resources Department.

Employee Name: _____

Employee Signature: _____ Date: _____

Supervisor Name: _____

Supervisor Signature: _____ Date: _____