



Social Media Coordinator/Executive Assistant

Reports to: Executive Director

Brief Position Summary: The Social Media Coordinator/Executive Assistant plays a dual role **requiring creative and organizational skills**. The position will curate, coordinate and execute the strategy for storytelling content through all social media channels with the purpose of growing and elevating Acadiana Animal Aid's brand and mission. Goals include increased reach, engagement and fundraising, as well as generating leads for potential adopters, fosters, and volunteers. This position also supports the Executive Director and is responsible for executing a variety of administrative and fundraising tasks to enhance the Executive Director's ability to lead effectively.

Duties of the Social Media Coordinator include, but are not limited to:

- Content creation and moderation for the shelter's social media channels: Facebook, Instagram, TikTok, YouTube, LinkedIn and Twitter
- Creation of weekly social media plans/goals on social media calendar by coordinating with the Executive Director, Transport, Adoptions, Foster, and Volunteer Coordinators
- Design and create graphics (web + print) and take/facilitate photographs and videos for social media posts and campaigns
- Create fundraising posts and online fundraising campaigns and coordinate direct mail/social media campaigns. Other fundraising/marketing campaign pieces may be required as requested by the Executive Director
- Assist with the creation of the shelter's monthly newsletter
- Interface with print vendors for the creation and completion of printed collateral
- Adhere to deadlines for social media content requirements related to sponsorships and grants
- Increase shelter's responsiveness to social media communications in order to foster and build relationships with our online community
- Keep track of social analytics and growth & research latest updates/changes; adjust strategy based on analytics
- Follow national animal welfare organizations social channels to remain abreast of industry trends, issues and promotional ideas

Duties of the Executive Assistant include, but are not limited to:

- Assist with managing and executing special projects
- Provide support in the execution and coordination of plans for fundraising and stewardship events
- Develop agenda, financial reports, and materials for board and committee meetings
- Design and produce presentations and reports
- Take and summarize meeting minutes and notes
- Generate and analyze reports in ShelterLuv
- Schedule meetings and conference calls

Qualifications and Skills:

- Associates or college degree in English, Journalism, Marketing, Communications or related field-experience in a professional environment.
- 2-3 years of social media and storytelling experience
- Ability to create both written and visually compelling content for social media strategically by channel
- Creative, inclusive and grammatically correct content creation skills
- Excellent oral and verbal communication skills
- Familiarity with social media fundraising tools for nonprofits
- Knowledge on the latest updates, features, trends and best practices in social media
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Experience with Adobe Creative Cloud (Photoshop, Premier Pro), Canva, or equivalent digital media editing tools a plus
- Proficiency with Google Suite including Docs, Sheets, and Slides
- Office management or executive assistant experience a plus
- Excellent project management skills with the ability to multitask and meet deadlines
- Understanding of working with donors and board members and possess excellent judgment to maintain the highest levels of confidentiality

Expectations:

- Must be solutions-oriented, adaptable, flexible with a positive attitude
- Ability and enthusiasm around working with volunteers and staff in all roles
- An authentic passion for animals, animal welfare and AAA's mission
- Commitment to AAA's customer experience expectations

Physical Job Requirements

- Must be able to work around animals (including diseased, injured, and/or potentially aggressive animals), loud noises, chlorine or other chemicals
- Able to be on your feet for multiple hours of the day
- Must be able to focus in a loud and busy environment despite distractions
- Must be able to walk around campus as needed

Work Environment

- Standard, shared office environment, with exposure to environmental conditions that include working with and near animals
- Use own transportation to travel and transport
- Occasional after-hours or weekend work may be required to support program needs
- Work is normally performed inside; some outside work is required
- Possible exposure to contagious diseases

Time Commitment

This is a full-time, exempt position. Monday - Friday from 9 AM - 6 PM (somewhat flexible). Some overtime and weekend work may be occasionally required.

Acadiana Animal Aid offers 10 days paid vacation and five (5) sick days for employees regularly scheduled to work 30 hours or more per week. Employees begin accruing paid time off (PTO) when hired and are eligible to take accrued time after 90 days of employment. Acadiana Animal Aid does not offer medical benefits at this time.

AAA is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, nationality, sex, sexual orientation, age or disability.