

Job Title: Development Specialist**Reports To: Shelter Director and Director of Development****FLSA Designation: Non-Exempt****General Job Description:**

The Development Specialist is responsible for developing, executing, and optimizing marketing strategies that promote organizational growth, fundraising, and brand visibility. This role supports the Director of Development by coordinating marketing initiatives, managing donor communication, and engaging with digital audiences. The ideal candidate will be creative, analytical, and passionate about leveraging digital platforms to enhance fundraising efforts, drive foster, volunteer, and adoption engagement, and advance the organization's mission.

Key Responsibilities:**Digital Marketing Strategy:**

- Develop and implement multi-channel digital marketing campaigns to raise awareness, support fundraising, and promote the organization's initiatives to reach potential adopters, donors, foster homes, and volunteers.
- Create and manage content for social media, email marketing, websites, and other digital platforms to engage current and prospective donors, adopters, volunteers, and fosters.
- Monitor and analyze the performance of marketing campaigns using analytics tools (e.g., Google Analytics, social media insights) to optimize reach and impact.

Content Creation & Management:

- Craft compelling digital content including graphics, blog posts, newsletters, and videos that resonate with target audiences.
- Collaborate with creative teams and external vendors to produce high-quality marketing materials.
- Manage and update the organization's website, ensuring content is SEO-optimized and aligned with fundraising and shelter goals.

Fundraising & Development Support:

- Assist the Director of Development in planning and executing donor engagement and fundraising strategies, including online campaigns, events, and outreach initiatives.
- Manage donor communication, including thank-you letters, impact reports, and updates to foster strong relationships.
- Identify and engage potential donors through research and digital outreach.

Donor Data & CRM Management:

- Maintain donor databases and CRM systems to track interactions, giving history, and campaign effectiveness.
- Generate reports on fundraising performance and donor engagement to inform strategy adjustments.

Event Promotion & Coordination:

- Support the promotion of fundraising events (virtual and in-person) by developing targeted digital marketing campaigns.
- Coordinate event logistics and assist with virtual fundraisers, live streams, and donor appreciation events.

Additional Responsibilities:

- Create posts for the CARE website and social media platforms (Facebook, Instagram, Snapchat, TikTok, and Twitter).
- Evaluate current social media posts and update strategies to better reach adopters, donors, foster homes, and volunteers.
- Assist with fundraising and adoption events.
- Disseminate social media and marketing materials in a timely manner.
- Assist in the creation of Public Service Announcements and Press Releases for CARE events.
- Recruit foster homes and volunteers in collaboration with coordinators.
- Prepare for interviews with local and campus media.

- Create and update marketing materials using available resources.
- Provide technical support for Microsoft Office Suite, ShelterLuv, and Wix.
- Assist with "Pet of the Week" communications.
- Manage, hire, and train social media interns.
- Perform other duties as assigned.

Desired Qualifications:

- Bachelor's degree in Marketing, Communications, Business, Nonprofit Management, or a related field.
- 2+ years of experience in digital marketing, communications, or development, preferably in a nonprofit setting.
- Proficiency in social media platforms, content management systems, email marketing tools (e.g., Constant Contact), and CRM software (e.g., DonorPerfect).
- Strong copywriting, editing, and storytelling skills.
- Experience with fundraising best practices and donor cultivation techniques (preferred).
- Analytical mindset with experience in digital marketing analytics and data-driven decision-making.
- Experience with professional photography (preferred).
- Excellent organizational, multitasking, and communication skills.

Key Competencies:

- Creativity and Innovation
- Strong Digital Literacy
- Attention to Detail
- Project Management
- Team Collaboration
- Donor-Centric Mindset

Minimum Qualifications:

- Basic knowledge of animal welfare and behavior.
- Proficiency in relevant software (e.g. PowerPoint, Word, & Excel).
- Knowledge of proper animal handling techniques.
- Ability to pass a background check.
- Ability to work independently and as part of a team.
- Strong communication and multitasking skills.
- Excellent written communication skills with attention to detail.

Essential Physical Abilities/Personal Qualities:

- Passion for animals and people.
- Ability to communicate clearly, both orally and in writing.
- Ability to sit, stand, walk, bend, or stoop intermittently.
- Ability to lift up to 50 pounds.
- Knowledge of safe and humane animal handling techniques.
- Desire to learn and adapt to new ideas.

I have read and understand this job description and will work with the operations director to keep it up to date.

Employee _____ Date _____ Shelter Director _____ Date _____