



## **Lions Tigers & Bears**

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Tax ID # 33-0938499

### **Job Description**

#### **Communications and Digital Marketing Coordinator**

Reports To: Executive Director  
Status: Full-Time/Non-Exempt

#### **Our Company:**

Lions Tigers & Bears provides a safe haven for unwanted and abused exotic animals and to educating the public about the abuses of the exotic animal trade. Lions Tigers & Bears offers a wide range of programs and services including captive exotic and wildlife rescue, providing lifetime homes to rescued animals, educating the public about the abuses of captive exotic animals used for entertainment/amusement, for canned hunts, and for the sale of body parts, and advocating for the regulation of private ownership of exotics. We are a sanctuary that allows the animals in our care to live their lives with dignity in a caring and safe environment. Lions Tigers & Bears is accredited by the Global Federation of Animal Sanctuaries (GFAS) and the American Sanctuary Association (ASA).

We currently have 60+ animals in our care, including lions, tigers, Himalayan and black bears, cougars, a leopard, a jaguar, bobcats, servals, peacocks, and a variety of farm animals including horses, cows, and chickens.

The Communications and Digital Marketing Coordinator (CDMC) will be an essential member of our team, assisting our director and our organization to be both creative and effective in its visual and written communications, and provide essential support to the organization's fundraising efforts. The coordinator role requires someone who brings a thoughtful and intelligent mindset to everything they do while maintaining a positive image for the organization. This position serves as an extension of the Director by understanding the messages she wants to convey and becoming her voice and the voice of the organizations across a variety of platforms and media. The CDMC is knowledgeable about the history, policies, positions and priorities of the organization and maintains a consistent brand and voice for Lions Tigers & Bears across a variety of communication vehicles.

## Essential Duties and Responsibilities

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- Serve as a primary writer for the Executive Director, maximizing her time and effectiveness in a variety of communications as directed.
- Working in collaboration with the Executive Assistant and development personnel, oversee assigned communication and correspondence between the Director and various constituencies such as the Board of Directors, staff, volunteers, vendors, donors, prospects and the public.
- Working with the appropriate team members, create and manage a communications plan and calendar involving social media posts, Constant Contact eblasts, event promotions, and more, including creating content by filming sanctuary animals and activities.
- Working with the Director, take primary responsibility for preparing new and renewal applications for LTBs' sanctuary accreditations.
- Support LTBs' lobbying and advocacy efforts in support of our animals.
- Assist the Director with speaking engagements, drafting talking points appropriate to the occasion and audience.
- Write newsletters, social media posts, eblasts, and website pages; create adoption packages, event sponsor packages, greeting cards, a variety of sanctuary signage, marketing materials and more.
- Assist with editing communications and documents created by others in the organization as requested.
- Participate in marketing and communications meetings with outside contractors around social media, press releases and press packets, crisis communications, website updates, marketing and fundraising materials, and other communications as needed and directed.
- Work with Volunteer Department staff members to create affective communications with Lions Tigers & Bears volunteers.
- Attending staff meeting as needed and directed.
- Maintain copies of organization communications, ensuring files and important documents are kept organized.
- Prioritize projects to keep multiple projects moving forward in a timely manner.
- Be proactive in obtaining appropriate photos and film of important or unique activities at the sanctuary, including moving animals, veterinary procedures, special events, visiting school groups, and other appropriate photo and film opportunities.
- Working with special events team members, assisting with printed materials such as invitations, event programs, event signage, and other promotional materials.
- Manage an array of vendor relationships related to the position such as printers, graphic designers, sign makers and others.
- Assist with fundraisers and donor stewardship/appreciation projects and events.
- Track expenditure receipts and provide expense reports as required.
- Keep the desk and office areas clean and organized.
- Become familiar with the roles of the various departments within the organization to ensure a sound understanding of LTB operations.
- Use discretion and good judgement to maintain confidentiality of proprietary information.
- Perform all other duties as assigned.

### Digital Marketing & Communications:

- Responsible for helping maintain a brand by working on marketing and fundraising campaigns. Duties include performing market research, strategizing with our marketing and fundraising partners and creating content to aid in the success of marketing and fundraising campaigns.
- Create and execute effective online marketing and advertising campaigns. Additional duties include collaborating with others on implementing social media strategies, creating or editing blog posts, and working as part of a team.
- Work closely with outside direct marketing consultants and website management consultants to ensure appropriate, accurate and timely deployment of fundraising eblasts, website lightbox displays, and website changes and updates. This includes participating in editing direct marketing printed materials and electronic fundraising communications.
- Regularly monitor the organization's website for accuracy and timeliness of information presented and ensure edits and updates to the website are made on a timely basis.
- Conducting market research to identify new revenue opportunities. Gathering and analyzing consumer behavior data (e.g., web traffic and rankings).
- As a digital marketer, you'll need to: create and upload copy and images for the organization's website, write and dispatch email marketing campaigns, provide accurate reports and analytics to demonstrate effective return on investment (ROI).

### Requisite Skills, Qualities & Attributes

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- **Passionate:** cares deeply about animal welfare, with a strong desire to help educate and inspire action in support of LTB's mission and overall strategic objectives.
- **Genuine:** present a friendly and helpful personality when dealing with staff, volunteers, vendors, and with the public, as well as donors and other VIPs.
- **Active:** a lover of nature who enjoys being outdoors and physically active throughout the workday.
- **Professional:** strong communication skills across all mediums (in-person, phone, email and virtual); demonstrates judgment, tact, and diplomacy in all settings; comfortable working in a casual, rural setting. Demonstrate professional respect, empathy and kindness toward coworkers and volunteers, and a willingness to guide, teach and learn from others.
- **Organized:** incredible attention to detail, with the ability to manage several projects simultaneously; someone who naturally checks and rechecks their own work.
- **Flexibility:** able to seamlessly change course and priorities when needed, committing to assist during early mornings, late nights and weekends as required.
- **Responsive:** highly accessible and completes tasks quickly and efficiently.
- **Hands-on:** someone who enjoys being on the front line and making things happen.
- **Proactive:** constantly looking ahead, anticipating potential pitfalls and proposing new solutions and alternatives.
- **Positive:** maintains an upbeat attitude, even under pressure; reflects positive energy, optimism, enthusiasm, and creativity.
- **Confident:** brings a "can-do" attitude, remaining calm and focused under pressure, self-assured in their skills and abilities.
- **Strategic:** ability to see across the entire organization, with an appreciation for the interconnectedness of all the various people and functional areas, sees "the big picture".
- **Tech-savvy:** skilled user across all the standard business software platforms, including MS Office, internet, iPhone and comfortable operating audio/video equipment as needed.

Excellent typing skills. E-marketing skills and experience

- **Graphic Design Skills:** Print, web and visual design skills and abilities required.
- **Growth Mindset:** ability to be creative and apply solutions-based thinking to challenges and opportunities; applies a continuous improvement lens to everything they do.
- **Collaborative:** ability to build professional relationships and work effectively with a very diverse range of people, both inside and outside the organization.
- **Self-actualized:** ability to work with minimal supervision, someone who enjoys “figuring it out”.
- **Ethical:** possess the highest ethical standards; ability to exercise discretion, professionalism, and uncompromising integrity.
- **Professionalism:**
- **Critical thinker:** who can offer recommendations and creative solutions, and a willingness to do what is needed in the moment to benefit the animals and the organization.

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#### **Required Knowledge, Skills, and Abilities**

- Demonstrated project management experience.
- Strong and creative writing, editing, and proofreading skills.
- Public speaking experience.
- Experience with visual, web and print design.
- HTML and SEO/SEM (Ad Grant) experience.
- Demonstrated successful e-marketing skills and experience.
- Comfortable working with a diverse array of people and personalities.
- Superior organizational skills with acute attention to detail.
- Ability to balance multiple, and sometimes conflicting, priorities.
- Capable of working independently on projects from conception to completion.
- Ability to work under pressure and meet deadlines.
- Ability to understand and follow oral and written instructions.
- Maintain a valid driver license as well as reliable transportation to our rural location in all four seasons.

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#### **Working Conditions & Physical Requirements**

- Must be able to lift 30 lbs.
- May encounter inclement weather conditions including extreme heat and cold depending on the seasons; may experience rough terrain.
- This job requires much walking, stairs, and physical activity around the ranch.
- Duties, roles, and hours can change and may include early mornings, late nights, weekends, and holidays.

##### **Work Environment:**

Lions Tigers & Bears is an outdoor animal sanctuary in Alpine. The person in this role will walk throughout the property to interact with staff and volunteers. The person in this role is exposed to diverse weather conditions and rugged terrain. Administratively, the position routinely uses standard office equipment such as computers, phones, and photocopiers.

##### **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is required to walk, talk and listen. The employee is required to lift, squat, stand, walk; use hands to finger, handle or feel; and reach with hands and arms. This position requires the ability to occasionally lift to sixty pounds.

**Position Status:**

This is a full-time non-exempt position. Some evenings and weekends may be required.

**Other Duties:**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that will be required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**EEO Statement:**

Lions Tigers & Bears provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to age, disability, genetics, national origin, pregnancy, race, color, religion, sex or sexual orientation. In addition to federal law requirements, Lions Tigers & Bears complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.