



## Lucky Dog Animal Rescue Communications Director

Lucky Dog Animal Rescue is seeking an innovative Communications Directors to lead our multi-channel campaigns and transform data insights into compelling narratives. Our fast-growing team works hard to save dogs and cats in desperate need, a task that is impacted greatly by our communication strategy. Founded in 2009, Lucky Dog is a volunteer-powered 501(c)(3) that has saved more than 28,000 homeless and abandoned animals. We opened our second location, the South Carolina Rescue Campus in March of 2023. The new Communications Director will assist the organization in furthering its mission and saving even more animals across both locations.

### Communications Director

Reporting to the Founder and CEO, our Communications Director will be instrumental in advancing our strategic objectives by managing communications with a wide range of stakeholders, including external partners, contractors, and vendors. This role requires a strategic thinker with a deep expertise in multi-channel communications, compelling storytelling, and graphic design.

### Position Overview

The Communications Director will be responsible for:

- **Strategic Communication:** Developing and executing communication strategies that align with the organization's strategic plan to drive growth and expand our reach.
- **Stakeholder Engagement:** Fostering and maintaining relationships with key stakeholders, including external partners, vendors and media ensuring effective collaboration and alignment with organizational goals.
- **Content Creation:** Leading the creation of high-quality content across various platforms, including press releases, social media, newsletters, and website updates, to enhance the organization's visibility and impact.
- **Graphic Design:** Utilizing graphic design skills to create engaging visuals that support communication initiatives and promote the organization's mission.
- **Storytelling:** Crafting compelling narratives that highlight the organization's achievements and impact, helping to drive donor engagement and support.
- **Program Growth:** Working closely with internal teams to develop and implement strategies that increase the number of animals saved annually.

## Responsibilities

- Create, manage, and implement a multi-channel marketing plan.
- Develop and execute targeted communications for different audiences, including managing mailing lists, A/B testing, tracking results, and optimizing performance.
- Provide data and reports on communications, support, and engagement upon request.
- Manage all social media platforms from strategizing to execution.
- Create, write, and edit content and creative materials for marketing plans and any special projects as needed.
- Conduct a brand audit, update, and maintain the website.
- Monitor and manage Google Alerts for the organization, staff, and key stakeholders.
- Lead and execute Public Relations campaigns for media outlets.
- Identify and support opportunities to raise awareness and interest in Lucky Dog Animal Rescue.
- Coordinate and develop plans for monthly, quarterly, annual, or as-needed data reports.
- Stay updated on monthly organizational statistics and integrate them into the marketing plan.
- Create and maintain easy-to-understand visualizations, reports, and images on specific topics as needed.

***Responsibilities may be added or changed as the organization continues to grow.***

The ideal candidate is a self-starter, creative, detail oriented, organized, has a Public Relations, Communications, Journalism or related background and a passion for making a difference in animal welfare. The Lucky Dog organization is powered by volunteers, requiring high levels of customer focus, engaging communication, and responsiveness to volunteers, staff and the media.

This full-time position is Monday through Friday and balances working from home with working at the Lucky Dog office in Arlington, Virginia one or two days a week. Occasional weekend attendance at transports and events for content or to meet with the media. Paid vacation, 401K match, health insurance, and other benefits are provided. Occasional (1-3 times a year) travel to the South Carolina campus may be required. This campus is in Florence, South Carolina. The Communications Director will provide their own computer and cell phone. This position will start as soon as possible.

## Qualifications

- Bachelor's degree in public relations, communications, journalism or a related field.
- 5+ years of experience in communications or a related role, preferably in the animal welfare sector.
- Proven expertise in multi-channel communications and storytelling.
- Experience with Drupal and Microsoft suite preferred.
- Strong graphic design skills with experience in creating visually appealing content using Canva.

- Demonstrated ability to manage complex projects and collaborate effectively with diverse stakeholders.
- Excellent written and verbal communication skills.
- Exceptional interpersonal and relationship-building abilities.
- Ability to work under pressure and manage multiple projects simultaneously.
- Familiarity with important topics facing animal welfare.
- Creative thinking and problem-solving skills.
- A passion for animal welfare and a commitment to the organization's mission.

**Apply by August 30, 2024, to be considered include:**

- Resume
- 3-5 examples of your prior design, content creation, and communications work (or link to portfolio)
- Salary expectations

We are looking to fill this position quickly, so interviews will be conducted as applications are received and a final candidate may be selected prior to the application deadline.

**Salary Range:** From \$70,000 to \$80,000 per year

**Questions Contact:** [HR@luckydoganimalrescue.org](mailto:HR@luckydoganimalrescue.org)