



Lucky Dog Animal Rescue

Social Media & Web Specialist

Lucky Dog Animal Rescue (LDAR) seeks a Social Media & Web Specialist to assist our Marketing and Communications Team in supporting Lucky Dog Animal Rescue's Communications initiatives. Founded in 2009, LDAR is a volunteer-powered, foster based 501(c)(3) that has saved more than 28,500 homeless and abandoned animals since its founding. The Social Media & Web Specialist will assist the organization in furthering its mission and saving even more animals by sharing our story with existing audiences and building new audiences.

Position Overview

The Social Media & Web Specialist will collaborate with the Marketing and Communications Manager to refine and execute the social media strategy. Our goal is to build and grow the Lucky Dog brand on organic social for TikTok, Instagram, Facebook, LinkedIn, Threads and Twitter, to not just engage our current audience but also reach new ones. In addition, this individual will audit, design, maintain and update content for the Lucky Dog's website.

With respect to social media, this specialist will help plan, develop and execute a content and community engagement strategy with a particular focus on rapidly creating and disseminating short form video for TikTok and Instagram Reels to create brand awareness, engage key target markets and grow social followers. This individual will also work to identify relevant nano and micro to potential macro influencers on social media, developing plans to engage and market to them in support of campaign, local or brand marketing initiatives.

Reporting to the Marketing and Communications Manager, this role requires strong project management and planning, solid creative and video skills, knowledge of the social media and influencer space, passion for TikTok, Instagram and social media, an ability to create content that connects with potential adopters, volunteers and donors, and an ability to analyze current and emerging trends. The ideal candidate for this job is resourceful, focused, detail oriented, quick, creative, organized and has a passion for animal rescue. Lucky Dog Animal Rescue is powered by volunteers, requiring high levels of focus, engaging communication and responsiveness to both the volunteers, fosters, the Lucky Dog Staff, adopters, and donors.

This position offers a hybrid schedule and requires a flexible, non-regular daily schedule. The ability to work weekends and attend transports and weekend events is also required. These weekend events are where Lucky Dog conducts much of its life saving work.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

Maintain Lucky Dog Brand Throughout Organization

- Collaborate with the Marketing and Communications Manager and both the program and development teams to create organic social marketing campaigns to drive brand awareness and engagement.
- Develop and implement social media strategies to enhance brand visibility and engagement.
- Create compelling and visually appealing content that aligns with the brand's tone, voice, and messaging.
- Stay informed about industry trends, social media updates, and emerging platforms to identify new opportunities for the brand.

Generate Content while Capitalizing on Current Trends

- Capture extensive photo and video content at various events.
- Manage volunteers who help with photo/video campaigns.
- Manage the entire content creation process, including brainstorming, scripting, filming and post-production.
- Edit and optimize videos using relevant editing tools and techniques to ensure high-quality and engaging content.

- Stay up-to-date with the latest trends, features, and best practices – particularly on TikTok and Reels -- to ensure our content remains relevant and engaging.

Support and Analyze Effectiveness of Marketing Strategy

- Monitor and analyze social media metrics to measure the effectiveness of content and campaigns.
- Make actionable plans that include data-driven recommendations for improvements.
- Set key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares and measuring a campaign's performance against KPIs.
- Collaborate to align social media strategies with overall marketing objectives and brand initiatives.
- Provide weekly performance reporting and analytics to the leadership team. Build data-driven reports and present a concise analysis with recommended optimizations in both polished verbal and written/visual formats.
- Create and implement editorial calendar and social media strategies in partnership with the Marketing and Communications Manager across various social channels.

Connect and Collaborate with Influences

- Identify and establish relationships with relevant influencers and manage influencer partnerships.
- Develop and execute influencer marketing campaigns to increase brand awareness, reach and engagement.
- Monitor influencer content to ensure alignment with brand guidelines and values.

Positively Engage with Social Media Followers

- Engage with followers, respond to comments and messages, and foster a positive and engaging community on social media platforms.

Maintain Website Content

- Create, update, maintain and improve web content. This includes writing, editing, proofing, site maintenance, installing web updates, and fixing bugs.
- Assist with web content strategy and design needs.
- Conduct web content audits (focusing on usability, analytics, search engine, and business objectives to track site traffic and assess the success of content strategies) and provide actionable recommendations.

Help create and manage Standard Operating Procedures (SOPs) for all areas above.

KEY EXPERIENCE includes:

- Bachelor's degree or 2+ years of work experience within marketing and communications or equivalent (creative agency or in-house corporate experience is preferred).
- Real world experience as a TikTok and Instagram user (experience in a corporate setting is ideal but not required).
- Relevant experience auditing, maintaining, and updating websites in a corporate setting.
- Experience adhering to brand aesthetics and standards.
- Experience curating social media content.
- Experience monitoring and capitalizing on social media channels and trends: TikTok, Instagram, Facebook, Twitter, LinkedIn, Snapchat, YouTube and others.
- Proven ability to grow and scale social media channels and share relevant metrics.
- Familiarity with current social media tracking tools and ability to learn the latest and the greatest tools.
- Demonstrated attention to detail and follow-through.
- Demonstrated creativity, quick turn around on deliverables, and strategic thoughtfulness.
- Exceptional organizational and time management skills; able to juggle multiple priorities.
- Clear verbal and written communication skills, creative problem-solving skills.

Lucky Dog is a small team that works closely together so the ability to work well with others is a must!

IDEAL EXPERIENCE includes:

- Working knowledge of CSS, JavaScript, HTML, etc.
- Real world experience in a corporate setting as a TikTok and Instagram user.
- Experience working with databases.
- Experience working with volunteers.
- Experience with G Suite including Gmail, Drives, Sheets and Docs
- Experience with Microsoft Office Suite
- Self-starter with little need for close supervision.
- Thrives in a fast-paced, analytical, multi-tasking, hands-on environment.
- Ability to maintain a flexible and positive attitude amid organized chaos.

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

Anticipated Compensation: subject to experience. For more information, contact
EmilyJ@luckydoganimalrescue.org.