



Job Title: Media Coordinator

Forsyth Humane Society is seeking a dynamic and creative individual to join our team as a full-time Media Coordinator. The Media Coordinator will play a crucial role in promoting our organization's mission and activities through various media channels. This position involves creating engaging content, managing social media platforms, being a voice for our organization through storytelling, and collaborating with the community to raise awareness. Forsyth Humane Society is dedicated to promoting and providing kind and compassionate care to pets in our community and the people who love them.

Job Responsibilities:

- **Content Creation:**
 - Develop compelling content for various media channels, including social media, websites, weekly newsletters, appeals, and press releases.
 - Capture and edit high-quality photos and videos to showcase our animals, programs, donors, events, and partnerships.
 - Create and submit ads for publication throughout the year as needed.
 - Ability to work with, but not rely on, AI programs to create content and copy. Maintain an authentic voice to the organization.
- **Social Media Management:**
 - Strategize, plan, implement, manage, and report outcomes of marketing campaigns to meet financial and awareness requirements.
 - Manage and update social media accounts (Facebook, Instagram, TikTok, YouTube, Pinterest, LinkedIn, Snapchat etc.) to maintain a consistent and positive online presence through a lens of compassionate care to pets and people in our community.
 - Engage with the community through comments, messages, and targeted social media campaigns.
 - Grow and diversify social media accounts to accommodate the four pillars of focus (adoption, fundraising, awareness, education)
 - Update living marketing document on a regular basis.
- **Public Relations:**
 - Build and maintain relationships with local media outlets including but not limited to Smitty's Notes, Facebook Groups, Community Calendars etc.
 - Draft and distribute press releases to promote our events, success stories, adoption specials, and other initiatives.
 - Monitor media and community chatter through social media outlets. Represent the organization professionally and compassionately alongside the Executive Team when necessary.

- Comfortable with on-camera interviews, pre-recorded, or live content.
- **Event Support:**
 - Strategize, plan, implement, manage, and report outcomes of marketing campaigns for community and major fundraising events.
 - Engage in fundraising events, capturing photos, videos etc. to use for following year marketing campaigns.
 - Coordinate media coverage for events and activities.
- **Collaboration:**
 - Work closely with the development and marketing team, volunteers, and other departments to align messaging and branding efforts.
 - Collaborate with external partners, influencers, and sponsors to expand our reach.

Qualifications:

- Bachelor's degree in Communications, Marketing, or related field/experience.
- Proven experience in social media management and content creation.
- Excellent written and verbal communication skills.
- Familiarity with graphic design and photo/video editing tools.
- Detail and deadline driven. Ability to creatively think proactively and post content on a schedule or in real-time.
- Passion for animal welfare and a commitment to the organization's mission.
- Experience in WordPress, Canva, Adobe, Planoly, Microsoft, Constant Contact etc.
- Proficiency in Spanish not required but an asset.
- Valid Driver's License.

How to Apply: Interested candidates should submit a resume, cover letter, and a portfolio of relevant work to kwilliams@forsythhumane.org. Please include "Media Coordinator Application" in the subject line.