



Position: Communications Specialist  
Reports to: Executive Director  
Position Classification: Exempt, Salaried  
Hours: Tuesday – Saturday. May include evening, weekend and holiday work.

Job Summary:

The Communications Specialist will be responsible for building and maintaining internal and external communications.

Responsibilities:

- Develops and manages content, photos, and video for web, social media and print.
- Oversees photography program working with team members and volunteer photographers, ensuring photos in the following areas:
  - ✓ Adoptable pets, adoptions, adoption updates, and HOPE Fund recipients
  - ✓ Community outreach, fundraising events, and in kind donation initiatives
  - ✓ Marketing/communication objectives including the biannual newsletter, eblasts, campaigns, Direct mail appeals, major donor and grant proposals and donor recognition activities/materials
- Coordinates writing, updating, and maintaining animal bios on website and social media posts.
- Oversees the archiving, organization and accessibility of the Norfolk SPCA photo and video collection on network server.
- Assist the Development and Marketing Manager in maintaining the social media content calendar.
- Assists Development and Marketing Team with creating written content for development and marketing initiatives (local and national).
- Responds to Facebook inquiries and comments on behalf of the Norfolk SPCA shelter, programs and services and veterinary clinics.
- Engages daily on behalf of the Norfolk SPCA on social platforms in an effort to elevate the Norfolk SPCA, create new followers and expand the overall social audience and impact.
- Assists in the development and implementation of communications strategy designed to grow development and public relations objectives.
- Monitors analytics and create reports detailing the successes and failures of communications campaigns and strategies.
- Stay up to date on industry trends and make recommendations for adjustments to communications strategies and practices.
- Respond to media inquiries and maintain relationships with journalists and other members of the press.
- Arrange and coordinate media interviews, plan and facilitate promotional events, press conferences, and plan events
- Perform outreach to press outlets, magazines, influencers and build strategic partnerships to grow brand awareness.
- Updates internal communication systems, including phone messaging, signage and website in collaboration with Marketing team based on daily operations and emergency needs, such as inclement weather, power outages, etc.
- This job description is not intended to be all inclusive and employees will also perform other reasonably related business duties that may be requested by the Executive

Director or other management staff as required which will ensure a positive image and/or will improve the services of the Norfolk SPCA.

Requirements:

- Bachelor's degree with major coursework in marketing, communications, photography or relevant field.
- Professional photography experience preferred.
- Minimum 2 years working for a nonprofit organization in development, communications and/or marketing preferred
- Adept with Google Suite, Microsoft Outlook, Excel, Word and PowerPoint.
- Not required, but a plus: knowledge of graphic design programs such as Adobe Creative Suite and Canva.
- Knowledgeable and comfortable using PC and Apple/Mac computers and tablets, Android and iPhones.
- Experienced in social media marketing and an active social media user required.
- Proficient in social media platforms including but not limited to: Facebook, Instagram, Tik Tok, Twitter, LinkedIn, Pinterest, YouTube, and Google+ .
- Excellent communication skills and understanding of the voice, tone and style of each social media platform.
- Familiarity with online marketing tools (Constant Contact) web design and publishing (Wordpress) preferred.
- Outstanding writing skills, a high level of creativity and the ability to think analytically.
- Experience with public relations campaigns and strategies.
- Proficient public speaking abilities are an asset.
- Professional appearance and ability to work in a focused and positive manner with high attention to detail; willing to take ownership of project critical tasks in a fast-paced dynamic work environment.
- Ability to utilize tact, diplomacy, discretion and good judgement at all times, but especially when exposed to sensitive or confidential material.
- Must be organized, agile, detail-oriented and have strong time-management skills.
- Possess critical thinking skills and the ability to quickly and competently switch between multiple tasks; able to calmly adjust focus and shift priorities based on organizational needs.
- Very strong interpersonal skills and the ability to build relationships internally and externally.
- Must be a reliable and conscientious self-starter with the ability to support a team culture working-effectively with colleagues, donors and members of the public as an ambassador of the Norfolk SPCA.
- Able to effectively engage, support and manage volunteers.
- Bilingual candidates preferred.
- Animal handling experience required.
- Passion for the mission of the Norfolk SPCA and animal welfare.
- Must be comfortable and willing to learn about all aspects of work in an animal shelter environment.
- Able to work overtime, and work evenings and weekends on occasion to get the job done.
- Travel to off-site meetings and photo locations.
- Valid VA Driver's License.

Please send letter of interest, 3 professional references, resume, and employment application to: Human Resources at [humanresources@norfolkspca.org](mailto:humanresources@norfolkspca.org). Employment application can be downloaded at <https://norfolkspca.com/employment/>.