

Outreach and Fund Development Manager

Job Objectives

Responsible for creating and executing PAWS marketing, outreach and fund development strategies to the Coronado and San Diego communities, our volunteer group, and other animal welfare and rescue partners.

Essential Job Functions

- **Marketing and Outreach** – Responsible for increasing community awareness and advocacy for PAWS mission, activities and animals.
 - Creates and executes marketing and outreach strategy for PAWS, once approved by the PAWS Board, including identifying key audiences and outreach approaches and tools
 - Maintains and updates PAWS media assets, in partnership with volunteer social media team. This includes leveraging the PAWS website and social media accounts in support of PAWS marketing and fundraising strategies
 - Creates profiles for animals available for adoption, in partnership with the Adoptions & Foster Coordinator. This includes writing animal bios, gathering profile photographs and posting on appropriate media and adoption assets.
 - Plans, communicates, and executes community learning events
 - Communicates PAWS community services (e.g., vaccine clinics, training classes) to the public
 - Coordinates and trains volunteers in support of marketing and outreach activities
 - Prepares progress reports for PAWS Board and supporters to communicate activities and progress towards PAWS mission

- **Fund Development** - In partnership with the PAWS Board Fund Development Committee, creates and executes annual fundraising strategies to provide funds for PAWS mission.
 - Creates, plans and executes fundraising strategy, campaigns and events in support of PAWS fund development goals. Coordinates with Board, staff and volunteers as needed.
 - Maintains database of PAWS donors. Creates and implements regular communications with PAWS donors to recognize contributions and to keep them informed of PAWS activities and outcomes
 - Proficient at identifying Grants and executing them
 - Ability to drive to and from offsite events or meetings and to support occasional events on nights and weekends if required

- **Staff and Financial Management** - Manages fund development assistant for activities related to this role
 - Directs activities, approves payroll, coaches and counsels, and handles performance management in accordance with PAWS policy
 - Manages to the budget approved by the PAWS Board of Directors.

Non-Essential Job Functions

- May drive to pick up/drop off supplies or other items as needed

Qualifications and Education

- Bachelors Degree required
- Five plus years experience in marketing and fundraising including demonstrated track record of increasing number of donors and funds raised
- Preferred some experience in animal welfare, preferably shelter or rescue environments
- Strong communications skills, both written and verbal
- Proven ability to productively interact with diverse audiences, such as community leaders, donors, and government officials
- Skilled with using Google Suite and Microsoft products including excel, word and powerpoint
- Two plus years managing and supervising employees
- Willingness to learn and contribute ideas
- Able to work independently while completing tasks
- Other skills required:
 - Must interact positively with management, coworkers, volunteers, and the public to promote a team effort and maintain a positive and professional approach.
 - Problem solving based on data.
 - Promote and welcome a cohesive and inclusive work environment.
 - Ability to follow guidance as specified by PAWS Board.
 - Listen to feedback, collaborates with coworkers, and treat coworkers, volunteers, and guests with respect.