Company Information:

Paw Works is the fastest growing 501(c)3 non-profit animal rescue in California! Paw Works specializes in partnering with local city and county animal shelters to create a No Kill sheltering system. We are looking for an individual with strong communication skills, ability to work in fast-paced environment, deal with ambiguity and prioritize multiple projects to provide services to a variety of clients.

Job Qualifications:
Minimum Requirements:

- Strong interpersonal and communication skills (oral and written)
- Ability to work collaboratively with team members and a wide range of constituencies in a diverse community.
- Must be proactive, self-motivated, and have a strong interest in animals, non-profit organizations and helping the community
- Computer literacy (familiar with PC applications Microsoft Word and Excel), Internet savvy, strong internet research capabilities and strong social media capabilities(Facebook, Instagram and Twitter)

Preferred Qualifications:

- Bachelor's Degree in Sales, Marketing, or Communications or other related field
- Understanding of Animal Rescue and County/City Animal Shelters
- Ability to remain energized and focused in the face of ambiguity, shifting priorities and fast paced setting

Job Responsibilities Include:

- Maintain and create social media content, and continue to facilitate social media growth
- Develop and execute marketing plans for existing Paw Works customer, new product launch activities, product and organization messaging and the implementation of new marketing
- Cultivate relationships between vendors, businesses and the community to expand the Paw Works mission

Paw Works will provide a flexible, fast paced and fun environment. We are looking for individuals to dedicate 30+ hours per week to projects in social media, design and marketing. Please include cover letter, references, writing samples and schedule of availability with resume.

Sample of current position
Paw Works Inc. is a 501(c)3 animal rescue that pulls dogs and cats from local rescues, transports through private and commercial airlines to sister rescues, offers no cost spays and neuters, microchips and vaccines to low income families and runs the only high end Boutique and Rescue Store in Ventura County. Paw Works offers an environment that will challenge your mind, heart and soul every day, and gives room to grow and learn in a small, family oriented environment. We offer a position where you will see the results of your efforts and truly make an impact in your community and homeless animals.

Duties and Responsibilities:
The Marketing and Social Media Manager is responsible for assisting management and the Board of Directors in creating, implementing and monitoring marketing development of the Paw Works image, reputation and various ventures throughout the community locally and nationally. Duties include:

-Researching, coordinating and managing marketing opportunities for Paw Works
-Maintaining and creating social media content
-Cultivating relationships with new and existing sponsors, vendors and community leaders
-Monitoring public image and creating strategic plans for any and all damage control issues
-Developing social, email and hard copy marketing material
-Establishing new opportunities to generate income and donations through donors, business, events and new and existing product lines.

This is a part-time/full-time position designed to train an intern/employee/independent contractor with entry-level social media and marketing management skills. They will be assisting, under supervision of the CEO, COO and Board of Directors to plan, implement and manage social media and marketing opportunities. Position is for a minimum of 6 months, potentially longer based on candidate.

Requirements:
The candidate should have administrative, phone and communication skills, decision-making and problem-solving abilities, and be resourceful and organized. Should understand 501(c)3 nonprofits, animal rescue and general dog and cat behavior and needs. Computer skills including Word, Outlook, Excel, Social Media and Corel Draw or similar. Ability to supervise, write effectively, and possess superior communication skills. Position is based out of Thousand Oaks and must be available to work weekends and travel for events.