



Job Title: Digital Marketing Coordinator

Reports to: Outreach Manager

Exempt Status: Non-exempt

Purpose of the Job

Support Elmbrook Humane Society's (EBHS) outreach and marketing efforts through engaging content that reflects the organization's work and increases awareness, connection, and support for EBHS animals, events, programs, and initiatives.

Core Responsibilities

- Manage EBHS social media platforms, including content planning, creation, scheduling, publishing, and engagement.
- Develop and carry out marketing campaigns and strategies in collaboration with the Outreach Manager.
- Create accurate, timely, and engaging written, photo, video, and graphic content.
- Maintain consistency in EBHS brand voice, messaging, and visual presentation across communications.
- Assist with website updates, email communications, and other digital communication platforms.
- Collaborate with staff, volunteers, partners, supporters, and members of the public to gather stories, information, photos, and other content.
- Monitor content and campaign performance and use results to inform future marketing efforts.
- Take initiative in identifying content ideas, trends, and opportunities to strengthen marketing efforts.
- Perform all other duties as assigned.

Qualifications & Required Skills

- 18 years of age or older
- Valid Driver's License & reliable transportation
- Professional experience or education in marketing, communications, social media, or a related field preferred
- Strong written and verbal and interpersonal communication skills
- Creative, self-motivated, and proactive
- Organized and detail-oriented with the ability to manage multiple priorities and deadlines
- Able to effectively work both independently and collaboratively
- Receptive to ongoing feedback and able to adjust based on direction, priorities, and organizational needs
- Proficient with digital communication and marketing platforms and able to stay current with evolving tools, features, and best practices
- Able to engage professionally and positively with staff, volunteers, and the public
- Basic photography and video skills
- Able to work a flexible schedule, including some evenings and weekends
- Passion for animal welfare and the mission of the organization
- Capable of working in the below described environment

Work Environment

The work is performed in a dynamic animal shelter environment that can be fast paced, emotionally demanding, and physically active. Employees may be exposed to a variety of wild and domestic animals, including those that are dangerous, diseased, frightened, and injured. Noise levels can be high, and there may be exposure to allergens, cleaning agents, strong odors, and potentially harmful chemicals and drugs. The position may require standing for extended periods and light to moderate lifting. The role involves frequent interaction with the public and requires the ability to remain calm and compassionate in emotionally charged situations.

Elmbrook Humane Society is an Equal Opportunity Employer.