



Pawsitive Match Rescue Foundation

COMMUNICATIONS AND MARKETING DIRECTOR

The Role

Location	Remote	Reports To	Board of Directors
Weekly Time Commitment	15-20 hrs, variable	Direct Report(s)	Graphics Team, Photography Team, Merchandise Team, Social Media Team, Marketing Team

The Communications and Marketing Director oversees and leads the teams responsible for promoting Pawsitive Match Rescue Foundation's mission and activities. This leadership role ensures effective outreach through social media, public relations, and marketing campaigns. The Communications and Marketing Director fosters collaboration between teams and serves as a key decision-maker in developing strategies to raise awareness, increase engagement, and attract supporters. This role is vital in amplifying our mission and connecting with the community to support rescued animals.

The Responsibilities

- Oversee marketing activities, including:
 - Managing social media posts and responses.
 - Updating the website with events and featured content.
 - Maintaining and ordering marketing materials.
 - Planning donation and recruitment campaigns.
- Support volunteers with:
 - Adoption profiles and newsletters.
 - Photography and graphic design.
 - Online merchandise and calendar contests.
- Monitor and respond to reviews on Google and Facebook.
- Handle media requests and interviews.
- Train and onboard new volunteers.



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- Plan recruitment and succession for team roles.
- Assist with marketing tasks when others are unavailable.
- Attend board meetings and complete assigned tasks.
- Address emergencies as needed.
- Always act honestly and prioritize the best interests of the Rescue.

The Person

- A community member in good standing.
- An excellent communicator who is self-motivated.
- Strong decision-making and ethical judgment.
- Skilled in conflict resolution and teamwork.
- Effective in delegating tasks to empower the team.
- Results-driven and goal-focused.
- Able to build strong relationships with stakeholders.

Experience & Qualifications

- Familiarity with rescue work is an asset.
- Non-profit marketing experience is highly desired.
- Leadership experience is important.
- Social Media & Digital Marketing
- Marketing Skills/Experience
- Public Relations & Community Engagement Skills/Experience
- Content Creation (Photo/Video Editing)
- Graphics Creation (Adobe, Canva)
- Professional Writing Skills/Experience
- Training & Mentorship Experience
- Administrative Skills - Google Workspace
- Photography/Videography is an asset
- Website Management & Updating Experience is an asset



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- Event Planning & Coordination is an asset.
- Experience in governance, conflict resolution, and project management is an asset.