



Pawsitive Match Rescue Foundation

NEWSLETTER COORDINATOR

The Role

Location	Remote	Reports To	Communications Director
Monthly Time Commitment	5-10 hrs, variable	Direct Report(s)	N/A

The Newsletter Coordinator creates engaging and informative content for Pawsitive Match Rescue Foundation's monthly or quarterly newsletter. This role ensures the smooth communication of updates, fosters collaboration with various teams for content ideas, and serves as a key storyteller in sharing rescue stories, adoption success stories, and organizational news. The Newsletter Coordinator plays a vital role in keeping supporters informed, inspired, and engaged with the rescue's mission.

The Responsibilities

- Create and design newsletters that align with the organization's tone and messaging.
- Collaborate with volunteers across various departments to gather content on events, news, and initiatives.
- Manage the newsletter schedule to ensure timely distribution to subscribers.
- Monitor reader feedback and track key performance metrics, including open rates and click-through rates.
- Leverage analytics to refine content and improve engagement.



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The Person

- A community member in good standing.
- Organized and proactive.
- Creative and detail-oriented, with strong written communication skills.
- Strong interpersonal skills and a passion for community engagement.
- Committed to supporting animal welfare through effective communication.
- Open to feedback and willing to adapt content based on constructive criticism and evolving organizational needs.

Experience & Qualifications

- Proven experience in writing and editing for newsletters, blogs, or similar communications.
- Experience with email marketing platforms like Mailchimp or Constant Contact is an asset.
- Familiarity with design tools such as Canva or Adobe InDesign is a plus.
- Ability to manage multiple tasks and meet deadlines effectively.
- Content and Graphics Creation (Photo/Video Editing) is an asset.
- Marketing Skills/Experience is an asset.
- Administrative Skills - Google Workspace.