



## **Job Opening: Social Media Coordinator (24 hours/week)**

Cat Town is hiring a Social Media Coordinator to support our rescue work. This is a 24-hour per week, non-exempt, hourly position located in Oakland, California with the option of a hybrid schedule. Starting pay is \$23 - \$25 per hour, depending on experience. Cat Town benefits include paid time off (starting at up to 6 days per year for this part time role), and a SIMPLE IRA retirement plan with matching contributions of up to 3%.

Cat Town is an equal-opportunity employer and deeply committed to diversity. We strongly encourage women, people of color, first-generation Americans, new parents, single parents, people with disabilities, and members of the LGBTQ+ community to apply. To apply, please send your resume and a cover letter outlining your interest in the position to [quinn@cattownoakland.org](mailto:quinn@cattownoakland.org).

### **About the position**

The Social Media Coordinator is integral to succeeding in our mission. You'll interact with program staff, volunteers, and the public to provide consistent messaging about our work, share the impact of our efforts, and inspire our community to foster, adopt, volunteer, and donate. Focused on brand consistency, audience building, and engagement, your work will play a key role in cultivating support from our robust social media audience. To succeed in this job, you must be a team player, detail-oriented, flexible, and enjoy storytelling with photos, video, and the written word. The right person is someone who is passionate about our daily work to get the city shelter's most vulnerable cats out of the shelter and into great homes.

### **Essential Duties and Responsibilities:**

#### **Social Media (70%)**

- Develop and execute effective strategies to increase reach, followers, and engagement, reporting on KPIs monthly and adjusting strategies as needed
- Create engaging text, image, and video content for daily social media outreach on Facebook, Instagram, and TikTok
- Oversee volunteers supporting social media engagement duties, such as replying to comments and DMs, and supplement their engagement efforts when needed
- Collaborate with development colleagues to ensure appropriate marketing and promotion of events, arranging meetings as appropriate
- Stay current on trends, best practices, changes in all social platforms, and audience preferences

#### **Content Curation (30%)**

- Collaborate with relevant volunteer support roles — such as volunteer photographers, videographers, blog contributors, bio writers, and graphic designers — to produce timely content directly related to this role, in collaboration with the Volunteer Manager
- Collaborate with program staff to develop creative social media strategies that inspire inquiries and adoptions for our “hard-to-place” cats

- Maintain and organize Cat Town's photo and video content library
- Collect footage of cats at the shelter as a tag-along for the weekly walkthrough once a month/every other week
- Maintain an up-to-date cat population on Cat Town's website in collaboration with program staff, and manage website content
- Other related duties as assigned

### **Required experience and skills for this position**

- 1+ Years professional experience with social marketing (Facebook, Instagram, TikTok)
- Awareness of ongoing and evolving trends and strategies to keep social media content current and engaging
- Strong video production and editing skills
- Excellent writing skills
- Strong attention to detail and a demonstrated ability to manage multiple tasks and prioritize without direct supervision
- Proficiency with Google Suite (Gmail, Docs, Sheets, etc)

### **We're hoping you bring 1-2 (or more) of these bonus skills**

- 2+ Years professional experience with social marketing (Facebook, Instagram, TikTok)
- Skilled in Adobe Creative Suite and/or Canva
- Experience with website management (Squarespace preferred)
- Familiarity with visual communication theories
- Passion for animal welfare and inclusive communication
- Experience working in or with nonprofit organizations
- Valid Driver's License with access to transportation to travel on organization business

### **You will thrive in this role if you're someone who**

- Enjoys planning and consistent execution on deadlines to maintain a robust calendar of daily content, but can quickly respond and adapt to changing needs
- Gets creatively energized by the challenge to reach, engage, and inspire diverse audiences
- Keeps donor appreciation and engagement at the center of their mindset
- Loves the idea of putting your skills, creativity, and experience to use helping save lives and stewarding a thriving community of supporters

### **About Cat Town**

Cat Town's mission is to transform the approach to saving shelter cats, reducing euthanasia nationwide, and to find great homes for cats who are considered unadoptable in the traditional animal welfare model. Since our founding in 2011 as a foster-based organization, we opened the nation's first cat cafe to help elderly, under-socialized, sick, and injured cats get adopted. Our work has proven that cats frequently considered to be "unadoptable" make exceptional companions, and has helped reduce Oakland's euthanasia rate for shelter cats by more than 70% since 2011.