



The National Kitten Coalition

Digital Marketing Manager

Job Details

- Fully remote!
- Work largely on your own schedule. Some workday hours required weekly for meetings. Evening or weekend hours required occasionally (see below for info)
- Part-time salaried position: \$20 an hour, 20 hours a week.

Who We Are:

We are small, largely volunteer nonprofit organization, dedicated to increasing the survival rates of kittens and transforming their lives through the power of education. We provide free and inexpensive education and training to all those caring for kittens or wanting to learn how to do so. Kittens are among the most-euthanized group of animals at shelters and rescues because staff and volunteers often do not have the knowledge or resources needed to care for sick or underage kittens. We are working to change that.

Who We Are Seeking:

If you are an experienced digital marketer with a passion for cats and kittens with a desire to work fully remote largely on your own schedule, we want to talk to you!

The ideal candidate will be a highly motivated, creative individual with experience in social media and digital marketing and, importantly, working with small, hands-on teams.

Your Responsibilities:

- In partnership with team, plan and execute digital marketing campaigns, including SEO/SEM, email, and social media.
- Manage all social media channels and related advertising initiatives. Current channels include Facebook, Instagram, Twitter and LinkedIn.
- Partner with internal and external stakeholders to generate creative & engaging content, optimized for each social media channel.
- Manage a social media editorial calendar with inputs from various departments, volunteers, and stakeholders.
- Develop, manage and engage team of volunteers developing and curating content for social media. Onboard and train volunteers as needed. *Evening or weekend hours may be needed as we must reach volunteers when they have time available.*
- Monitoring traffic on all social media platforms and ensuring that comments/posts made by followers are responded to in a timely and appropriate manner. *May require evening and weekend attention.*
- Work with teams across organization to advertise educational opportunities and information across platforms.

Increasing kitten survival rates and transforming their lives through the power of education

www.kittencoalition.org

www.facebook.com/kittencoalition

- Support fundraising efforts via digital channels.
- Partner with Website Manager to maintain website and optimize user experience.
- Measure and report performance of digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize strategies based on the insights.

Your Qualifications:

- 2 years of proven social media channel management experience including Facebook, Instagram, Twitter, and LinkedIn.
- At least 2 years in digital marketing including website management (Wordpress), email marketing, on-page SEO/SEM and Web Analytics.
- Proven experience managing and executing campaigns across various platforms (web, social, email, etc).
- Excellent organizational, interpersonal and time management skills.
- Ability to work independently and as part of a team. Collaborative, one-team outlook is a must. Willingness to pitch in wherever needed.
- Excellent written and verbal communication skills.
- Google Analytics experience preferred.
- Canva design experience highly desired.
- Ability to stay focused while looking at adorable kitten images and cats making random appearances in video calls. ;)

To apply, send a cover letter and resume to HR@KittenCoalition.org.

Candidates must be based in the U.S.A.

[Return to NKC Job Opportunity page](#)

Increasing kitten survival rates and transforming their lives through the power of education

www.kittencoalition.org

www.facebook.com/kittencoalition