



## **Volunteer Staff Position Title: Marketing and Outreach Specialist**

### **The National Kitten Coalition**

<https://kittencoalition.org>

#### **About the Role**

We are seeking an experienced and results-oriented Marketing and Outreach Specialist to join our team. This individual will work closely with The National Kitten Coalition board and staff members to develop and implement effective marketing strategies to promote our organization's mission and increase brand awareness. The ideal candidate is a team player, creative thinker with excellent communication skills and a passion for engaging with people to help kittens.

#### **About the Organization**

The National Kitten Coalition is a 501 (c)(3) educational organization founded in 2008 with a mission to increase kitten survival rates and improve their lives through the power of education. We do this by providing training, resources and educational opportunities to animal shelter staff, veterinary staff, rescue groups, volunteers, fosters and members of the general public and by promoting cooperation and information sharing within the animal welfare community.

We are primarily a volunteer staffed organization whose members are dedicated to devoting their time and skills for the improvement of their communities and to helping all those who wish to save kittens and promote their welfare.

As a volunteer staff member, you will have the opportunity to work with like-minded individuals and make a positive impact from the comfort of your own home.

#### **Responsibilities**

- **Marketing Strategy Development:** Develop and execute comprehensive marketing plans aligned with organizational goals and objectives.
- **Brand Management:** Strengthen and maintain a consistent brand identity across all marketing channels.
- **Content Creation:** Collaborate with internal teams to develop marketing campaigns that effectively promote our programs and inform target audiences about the NKC's resources and services.
- **Public Relations:** Manage media and press relations; monitor and identify opportunities to increase brand awareness.
- **Outreach and Partnerships:** Build and maintain relationships with other animal welfare organizations and related industries.
- **Digital Marketing:** Assist with digital marketing efforts, including SEO, SEM, social media advertising, and email marketing.
- **Analytics and Reporting:** Track and analyze marketing performance metrics to measure ROI and identify areas for improvement.
- **Coordinate with Staff:** Coordinate with staff to market programs, events, conferences, and webinars.

#### **Qualifications**

- Bachelor's Degree or higher in Marketing, Communications, or a related field.
- Proven experience with five plus years in marketing and outreach roles.
- Strong understanding of digital and print marketing principles and tools.
- Excellent written and verbal communication skills.
- Strong organizational and time management skills.
- Ability to work independently and as part of a team.

**Bonus Skills**

- Experience in non-profit, animal welfare or educational settings.
- Knowledge of graphic design or video editing.
- Experience with animal care, specifically kittens.

This volunteer staff position is a remote, work from home opportunity requiring approximately 5 hours per week.

**To apply:** Please submit your resume and cover letter to [HR@kittencoalition.org](mailto:HR@kittencoalition.org).

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

[www.kittencoalition.org](http://www.kittencoalition.org)