



Animal Welfare
League of Arlington

Communications Specialist – Animal Welfare League of Arlington in Arlington, VA

Communications Specialist

The Communications Specialist works closely with all staff of the Animal Welfare League of Arlington and helps guide the strategy for all communications, website, social media, and public relations messages. The Communications Specialist strives to generate public awareness of the League's preeminent status in the Arlington/DC metro area by communicating the League's mission, vision, values, programs, and services. This position is based in Arlington, Virginia.

About the Animal Welfare League of Arlington

Since 1944, the Animal Welfare League of Arlington has been committed to improving the lives of animals. The League provides temporary care and refuge for homeless and suffering animals; places animals in loving responsible homes, provides animal control services to Arlington County, and subsidizes county funds to provide a wealth of animal welfare and community services. The Animal Welfare League of Arlington is a nonprofit 501(c)(3) organization.

The Animal Welfare league of Arlington is dedicated to creating a world where all companion animals find compassionate and permanent homes. For more information, please visit www.awla.org

Reporting Relationships

This position reports to the Director of Development and works closely with all League staff, volunteers, the media and the public.

RESPONSIBILITIES

- In coordination with the Director of Development and Chief Operating Officer, develop, implement, and evaluate the annual communications plan across the organization's target audiences
- Participate in developing brand strategy
- Lead the generation of written and visual communications content that engages audience segments and leads to measurable action. Assist and help determine who, where, and when to disseminate.
- Coordinate and place advertisements in publications and on social media
- Assist and help guide the drafting of speeches, remarks, and talking points for the League's leadership and board members
- In coordination with Development Director, identify stories and draft appeals/call-to-action
- Establish and cultivate media partnerships, third party associations, and promotional partnerships
- Put communications vehicles in place to create momentum and awareness, as well as to test the effectiveness of communications activities
- Participate in the development, distribution, and content of all print and electronic collateral including, but not limited to, newsletters, brochures, flyers and website



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- Manage promotional activities and marketing for organization's signature events and key community outreach initiatives
- Assist with website content – helping to ensure that new and consistent information (article links, stories, and events) is posted regularly
- Participate in creating and ensuring cohesive messaging across all online avenues: website, Facebook, Instagram, and Twitter
- Coordinate with Development Director to ensure all outside messaging such as direct mail, online e-appeals, website and social media is consistent
- Coordinate all aspects of AWLA's Social Media Program to include increasing awareness and fundraising campaigns. Post regularly across all social media avenues to increase awareness about AWLA and to fundraise
- Participate in development and distribution of all print and electronic collateral including, but not limited to, newsletters (Shelter Tails and Pawpourri), brochures, annual report, e-newsletters, and AWLA's website
- Manage and engage media contacts; implement comprehensive traditional media news bureau (proactively pitch, craft news releases, manage pressroom, etc), social media outreach
- Coordinate a team of volunteers to assist with graphic design, photography/videography
- Track and measure level of engagement and results of communication activity over time
- Additional duties as assigned

External Relations

- This position is required to interact directly with media, businesses, community groups and influencers to build relationships and extend organization message reach.
- This position is required to interact directly with the public working at the front desk in customer service and adoptions, as well as dispatch animal control calls on a rotating basis with other staff members a minimum of eight (8) hours per week.

Required Qualifications

- 3+ years of work experience in a similar role
- Experience of developing and implementing media, advocacy or marketing campaigns
- Communication experience that includes a blend of advocacy and media relations
- Strong interpersonal and networking skills
- Exceptional organizational skills and attention to detail
- Ability to manage a complex workload and work to tight deadlines
- Demonstrated ability to write clearly and persuasively without error
- Demonstrated ability to engage, inspire and coach senior leaders as spokespersons
- Bachelor's degree in relevant discipline
- Flexible schedule with the ability to work at least one evening a week and one or two weekend days per month
- Computer literacy including a high level of professional social media knowledge and skill set

Desired Qualifications (helpful but not required)



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- Experience in the field of animal welfare or animal shelter
- Experience with “hands on” nonprofits
- Experience working with PetPoint

Personal Characteristics

- A deep commitment to the goals of the organization
- Ability to think analytically, creatively, and problem solve, combined with a willingness to ask questions and work collaboratively
- Ability to work calmly under pressure and within a small dynamic team
- Energetic, hard-working, and a team player
- Positive, enthusiastic, professional image in representing AWLA, both internally and externally
- Discretion with confidential information

Travel Requirements

This position may require occasional travel in order to attend meetings and other community or media events.

Typical Physical & Mental Demands

Requires frequent bending, reaching, stooping, kneeling, walking/standing, eye-hand coordination and manual dexterity sufficient to operate a keyboard, telephone, photocopier, calculator and other equipment or machinery. Will have exposure to injured and deceased animals, disinfectant solutions, and various weather conditions. May assist in animal restraint and deal with distressed animals, and could be subject to bites and scratches. May be required to lift heavy items (possibly up to 50 lbs) or animals and be physically active. Requires normal range of hearing and eyesight to communicate with the public, volunteers, staff, and animals. Also requires flexibility and adaptability to work with frequent interruptions.

Must be comfortable around dogs, cats, small companion animals and all wildlife.

Will be required to receive rabies prophylaxis vaccine, hepatitis-B, and tetanus vaccinations.

Compensation

This is a full time, non exempt, hourly position with medical benefits and vacation and sick time. The compensation for the position is within the SAWA median range.

To Apply

Please submit the following application materials to Claudia West at jobs@awla.org with Communications Specialist in the subject line:

- A thoughtful cover letter describing your interest in the position and relevant experience/qualifications
- Current Resume
- Salary requirements



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Animal Welfare League of Arlington is an Equal Opportunity Employer, with a commitment to diversity in the workplace.

Applications will be considered on a rolling basis. Position will remain posted until filled. No phone inquiries, please.