Lucky Dog Animal Rescue

Social Media & Web Specialist

Lucky Dog Animal Rescue (LDAR) seeks a Social Media & Web Specialist to assist our Marketing and Communications Team in supporting Lucky Dog Animal Rescue’s Communications initiatives. Founded in 2009, LDAR is a volunteer-powered, foster based 501(c)(3) that has saved more than 26,000 homeless and abandoned animals since its founding. The new Social Media & Web Specialist will assist the organization in furthering its mission and saving even more animals by sharing our story with existing audiences and building new audiences.

Position Overview
The Social Media & Web Specialist will collaborate with the Marketing and Communications Manager to refine and execute the social media strategy. Our goal is to build and grow the Lucky Dog brand on organic social for TikTok, Instagram, Facebook, LinkedIn, Threads and Twitter, to not just engage our current audience but also reach new ones. In addition, this individual will audit, design, maintain and update content for the Lucky Dog’s website.

With respect to social media, this specialist will help plan, develop and execute a content and community engagement strategy with a particular focus on short form video for TikTok and Instagram Reels to create brand awareness, engage key target markets and grow social followers. The specialist will use social platforms to communicate with all members of the Lucky Dog community both internal and external (including fosters, volunteers, staff, donors, and followers). This individual will also work to identify relevant nano and micro to potential macro influencers on social media, developing plans to engage and market to them in support of campaign, local or brand marketing initiatives.

Reporting to the Marketing and Communications Manager, this role requires strong project management and planning, solid creative and video skills, knowledge of the social media and influencer space, passion for TikTok, Instagram and social media, an ability to create content that connects with potential adopters, volunteers and donors, and an ability to analyze current and emerging trends. The ideal candidate for this job is resourceful, detail oriented, organized and has a passion for animal rescue. Lucky Dog Animal Rescue is powered by volunteers, requiring high levels of focus, engaging communication and responsiveness to both the volunteers, fosters, the Lucky Dog Staff, adopters, and donors.

This position offers a hybrid schedule and requires a flexible, non-regular daily schedule. The ability to work weekends and attend transports and weekend events is also required. These weekend events are where Lucky Dog conducts much of its life saving work.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- Collaborate with the Marketing and Communications Manager, Programs and Development team to create organic social marketing campaigns to drive brand awareness and engagement.
- Maintain Lucky Dog Brand Standards and its mission.
- Develop and implement social media strategies to enhance brand visibility and engagement.
- Create compelling and visually appealing content that aligns with the brand’s tone, voice, and messaging.
- Edit and optimize videos using relevant editing tools and techniques to ensure high-quality and engaging content. Manage the entire content creation process, including brainstorming,
scripting, filming and post-production.

- Stay up-to-date with the latest trends, features, and best practices – particularly on TikTok and Reels -- to ensure the brand’s content remains relevant and engaging.
- Monitor and analyze social media metrics to measure the effectiveness of content and campaigns, and make actionable plans that include data-driven recommendations for improvements.
- Set key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares and measuring a campaign’s performance against KPIs.
- Collaborate to align social media strategies with overall marketing objectives and brand initiatives.
- Identify and establish relationships with relevant influencers and manage influencer partnerships.
- Develop and execute influencer marketing campaigns to increase brand awareness, reach and engagement.
- Monitor influencer content to ensure alignment with brand guidelines and values.
- Engage with followers, respond to comments and messages, and foster a positive and engaging community on social media platforms.
- Stay informed about industry trends, social media updates, and emerging platforms to identify new opportunities for the brand.
- Help create and manage Standard Operating Procedures (SOPs)
- Create, update, maintain and improve web content. This includes writing, editing, proofing, site maintenance, installing web updates, and fixing bugs.
- Assist with web content strategy and design needs.
- Conduct web content audits (focusing on usability, analytics, search engine, and business objectives to track site traffic and assess the success of content strategies) and provide actionable recommendations.
- Create and implement editorial calendar and social media strategies in partnership with the Marketing and Communications Manager across various social channels.
- Provide weekly performance reporting and analytics to the leadership team.

Key Experience
LDAR is looking to hire a Social Media & Web Specialist who has the following experience and skills:
- Bachelor’s degree or 2+ years of work experience within Marketing & Communications or equivalent experience
- Real world experience as a TikTok and Instagram user (experience in a corporate setting is ideal but not required).
- Relevant experience auditing, maintaining, and updating websites in a corporate setting.
- Working knowledge of CSS, JavaScript, HTML, etc. is a plus.
- Proven ability to grow and scale social media channels and share relevant metrics.
- Familiarity filming and editing social video content specific to TikTok and Instagram Reels, and curating social media content.
- Experience monitoring and capitalizing on social media channels and trends: TikTok, Instagram, Facebook, Twitter, LinkedIn, Snapchat, YouTube and others.
- Familiarity with Adobe Photoshop, Premiere Pro or Final Cut Pro, Motion, and After Effects.
- Proficiency with G Suite, including Gmail, google team drives, google sheets and documents & Microsoft Suite, and social media tracking tools.
- Ability to build data-driven reports and present a concise analysis with recommended optimizations in both polished verbal and written/visual formats.
- Comfort and willingness to adhere to brand aesthetics and standards.
- Experience working with databases.
- Demonstrated attention to detail and follow-through.
- Exceptional organizational and time management skills; able to juggle multiple priorities.
- Clear verbal and written communication skills, creative problem solving skills.
- Experience working with volunteers is strongly preferred.

The ideal candidate is a self-starter with little need for close supervision. He or she thrives in a fast-paced, analytical, multi-tasking, hands-on environment, and is able to maintain a flexible and positive attitude in the midst of organized chaos. Lucky Dog is a small team that works closely together so ability to work well with others is a must!

*Responsibilities may be added or changed as the organization continues to grow.*

*Anticipated Compensation: subject to experience*

For more information, contact EmilyJ@luckydoganimalrescue.org