



## Director of Marketing & Creative Services

### **Job description**

Anderson Humane is a one-of-a-kind, non-profit, animal welfare organization. We focus on creating and supporting mutually beneficial relationships between people and animals through adoption, veterinary care, community programs, and wildlife rescue and rehabilitation.

This full-time, exempt position reports to the Senior Director of Engagement and provides strategic leadership for Anderson Humane's brand, marketing, and creative efforts. The Director of Marketing & Creative Services directly manages the Marketing & Social Media Manager and oversees the development and execution of integrated marketing, fundraising, social media, and graphic design initiatives across the organization.

This role requires a highly strategic thinker with excellent design skills who can balance big-picture planning with hands-on creative leadership. The Director plays a critical role in strengthening Anderson Humane's brand, increasing fundraising impact, and deepening community engagement through compelling visual storytelling and data-informed marketing strategies.

Reports to: Senior Director of Engagement  
Job Type: Regular, Full-time, Exempt, Onsite

### **Duties and Responsibilities (to include, but not limited to)**

#### *Strategic Leadership & People Management*

- Reports directly to the Senior Director of Engagement and serves as a strategic partner in advancing organizational goals.
- Supervises the Marketing & Social Media Manager, providing coaching, performance management, goal-setting, and professional development.
- Establishes annual marketing priorities, timelines, and budgets in collaboration with the Senior Director of Engagement.
- Ensures marketing efforts are strategic, measurable, and aligned with Anderson Humane's mission and values.

#### *Creative Direction & Design Excellence*

- Develops and executes comprehensive marketing and creative strategies that support fundraising, programs, events, and community initiatives.
- Provides creative leadership and oversight for all visual assets, ensuring a high standard of design quality and brand consistency.
- Brings excellent graphic design skills to the role, contributing hands-on design work as needed for key campaigns and initiatives.
- Oversees brand standards, visual identity, and messaging guidelines across all platforms.
- Reviews and approves creative deliverables produced by staff, volunteers, and external partners.

#### *Marketing, Social Media & Fundraising Support*

- Oversees integrated marketing and social media campaigns with a strong emphasis on fundraising outcomes and audience engagement.
- Collaborates closely with Development and Program teams to support fundraising appeals, donor communications, and special campaigns.
- Guides content strategy and storytelling to elevate impact, urgency, and emotional connection.
- Reviews analytics, fundraising performance data, and engagement metrics to inform strategic decisions and continuous improvement.
- Identifies opportunities for social media amplification, partnerships, and brand visibility.

### *Project, Vendor & Volunteer Management*

- Oversees external vendors and consultants including designers, photographers, videographers, and marketing partners.
- Supports the strategic recruitment and use of volunteers contributing to marketing and creative initiatives.
- Ensures projects are delivered on time, on brand, and within budget.

### *Organizational Support*

- Represents Anderson Humane as a positive, professional, and mission-driven brand ambassador.
- Attends events, meetings, and programs assigned.
- Performs other duties as assigned.

### **Work Environment**

- Work from home &/or shared cubicle or office space possible at the discretion of the Senior Director of Engagement and/or CEO.
- Willingness and ability to work with animals of all temperaments and species; enjoyment from having them in the workplace.
- Exposure to high noise levels; potential exposure to zoonotic diseases, animal scratches, and bites.
- Work may be performed outdoors with exposure to all weather conditions.
- Regularly active, including walking, standing, and lifting.
- Ability to lift to 50 pounds with assistance.

### **Candidate Requirements**

#### *Education and Expertise*

- Bachelor's degree in marketing, communications, graphic design, or equivalent experience.
- Minimum of 3 years of professional graphic design experience with demonstrated design excellence.
- 3+ years of marketing and social media experience, including strategic campaign planning and execution.
- 2+ years of fundraising and/or animal shelter experience required.
- Prior experience managing or mentoring staff strongly preferred.
- Non-profit experience is strongly preferred.
- Must have own transportation, valid driver's license, and insurable driving record.

#### *Knowledge, Skills, and Abilities*

- Demonstrated ability to think strategically while executing creatively.
- Strong passion for marketing, design, animal welfare, and Anderson Humane's mission.
- Advanced understanding of brand strategy, visual storytelling, and integrated marketing.
- Proficient in Canva (or equivalent), Microsoft Office, Google Suite, WordPress, Google Analytics, and Constant Contact.
- Strong analytical skills with the ability to translate data into strategic action.
- Must be available to work a flexible schedule with occasional weekend and evening shifts.
- Excellent written and verbal communication skills.
- Highly organized and able to manage multiple projects and deadlines.
- Collaborative, adaptable leader who thrives in a fast-paced, mission-driven environment.
- Leads by example and fosters a positive, inclusive, and solution-oriented team culture.

### **Euthanasia Statement**

Anderson Humane's staff, interns, and volunteers must understand and accept that, even though all reasonable accommodations are made to support the physical and emotional health of our animals, there are situations in which animals must be euthanized.

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