

Communications and Marketing Volunteer

Role Overview:

Are you passionate about animals' welfare and skilled in communications and marketing? Tails of Help is seeking dedicated volunteers to join our Communications and Marketing team. This role is essential for increasing our organization's visibility and engagement within the community, helping us drive awareness, support, and donations for our cause.

Key Responsibilities:

- Capture video and photo content for social media platforms and other communication materials (including photo editing).
- Assist in drafting posts for various social media platforms.
- Contribute to the creation and execution of marketing plans.
- Attend events to assist with media capture and content creation.
- Draft communication documents and e-newsletters.
- Collaborate with team members and other volunteers to align marketing efforts with organizational goals.

Skills and Qualifications:

- Strong writing and editing skills to create clear, engaging, and persuasive content.
- Proficiency in using social media platforms and tools.
- Ability to create engaging content and grow social media presence.
- Excellent verbal and written communication skills.
- Basic knowledge of graphic design tools such as Canva, Adobe Creative Suite, or similar software (helpful but not mandatory).
- Strong organizational skills to manage multiple tasks and projects simultaneously.

Requirements:

- Prior experience in marketing, communications, public relations, or a related field is preferred but not required.
- A background in writing, editing, or content creation is advantageous.

Why Volunteer with Us?

This role is a unique opportunity to make a meaningful impact by supporting an organization dedicated to helping pets in need. Your contributions will directly help us enhance our outreach efforts, ensuring that more animals receive the care they deserve.