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## SAN ANTONIO HUMANE SOCIETY JOB POSTING

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**POSTING DATE:** 09/21/2020

**POSITION:** Director of Development and Public Relations

**CLOSING DATE:** Open until filled

**STATUS:** Full time/Exempt

**REQUIRED EXPERIENCE:** 5+ years experience in Fund Development and/or PR, preferably in the nonprofit sector

**REQUIRED EDUCATION:** Bachelor's in related field or equivalent combination of experience and education

**BASE PAY:** DOE

### JOB DESCRIPTION

**SUMMARY:** Reports to the President CEO. This position is responsible for directing and managing development, and formulating and directing a continued long-range and proactive public relations (PR) program to assure fulfillment of the San Antonio Humane Society's (SAHS) mission. Development includes planning, developing and implementing the agency philanthropy and fundraising. PR includes responsibility for public awareness of the organization through literature, media, website and social media. The Director of Development and PR will manage the efforts of the development and PR staff to include coordinating department related events, advertising, social media, website development, publicity, media relations, fundraising and overall operation.

### PRINCIPLE DUTIES AND RESPONSIBILITIES

- Directs the agency's fund development activities, manages the day-to-day operations of the development function, and monitors adequacy of strategies and tactics
  - Coordinates and is responsible for all grant writing strategies, researches, creates, implements and measures success of grants
  - Ensures accurate and effective preparation of grant applications
  - Ensures grants are submitted, scheduled and reported timely
  - Informs the President/CEO regarding agency's fund development program, current trends, issues, challenges, and opportunities
  - Responsible for donor cultivation, donor relations, the mail program and stewardship activities
  - Ensures donor activity and gifts are documented in the current database accurately
  - Define performance measures for fund development and monitors results
  - Assumes responsibility for fund raising aspect of all events
  - Plans and executes events when necessary
- Coordinates all related activities associated with the current fundraising model
  - Manages Behind-the-scene tours
- Develops and maintains relations with the Development Committee and Board of Directors
  - Encourages board participation on major fund raising event committees
- Directs the development, implementation, and success of a marketing and communication plan ensuring increased visibility for the SAHS with the public, donors, clients, volunteers, and key constituents
  - Responsible for building and maintaining the SAHS brand by ensuring branding standards and consistency in both internal and external communications, including digital and printed material
  - Directs a team that serve as the organization's primary media spokespersons - professionally represents the organization to the public at all times, to include professional meetings, TV, radio, and traditional media outlets, and responds to media requests and situations as they arise appropriately



- Establishes and maintains media and advertising relationships, including but not limited to: radio, TV, print, internet publications, social media and other PR outlets
- Lead for all editorial decisions and reviews all internal and external (e.g. newsletters, brochures, flyers, sponsorship packets, annual reports, etc.) communications for style, factual, grammar, punctuation, and spelling errors prior to submitting for final approval by the president/CEO
- Authorizes final drafts of all internal and external PR communications for digital and print distribution
- Identifies the target audience for all campaigns and develops an appropriate public relations plan to ensure success
- Manages and maintains high-level attention to content on the organization's website and social media accounts (Facebook, Instagram, and Twitter)
- Develops and manages the organization's advertising budget and special events budget for El Rey Fido and Poochamania and other PR events as they arise
- Responsible for PR centered events and cause-related advertising and outreach, including El Rey Fido and Poochamania
- Serves alongside the president/CEO as a liaison between the SAHS and Fiesta San Antonio Commission and ensures El Rey Fido event meets commission standards to maintain accreditation status
- Leads the PR team to develop event collateral concepts (e.g. t-shirts, medals, digital and print materials, advertisements, etc.)
- Ensures compliance with agency policies and procedures related to PR, including performance appraisals for the public relations team
- Collaborates with other departments and leadership staff to ensure consistent messaging for the SAHS
- Assists with developing a working atmosphere of cooperation and achievement both within the department and other departments
- As a senior management team member, helps set the direction and promotes the fiscal health of the agency
- Keeps abreast of issues in philanthropy, fundraising, grant opportunities, humane education, volunteer, management and not for profits
- Ensures compliance with all relevant regulations, laws and code of ethical principles, maintains accountability standards and professional conduct
- Directs and edits the development and maintenance of community information and communication resources for development and PR
- Communicates with representatives of other organizations, committees and community groups as required
- Works closely with the Director of Operations to ensure successful planning of offsite adoption events in regard to volunteer participation and management
- Must support and demonstrate the agency's core values – Customer Service, Adaptability, Respect, Responsibility and Integrity
- Performs other duties as assigned

### **PERFORMANCE EXPECTATIONS**

- Establishes personnel accountabilities for development and PR staff and evaluates performance regularly
- Meets deadlines in a timely and professional manner
- Helps identify, cultivate, recruit, and develop volunteers (to include donors and board members)
- Anticipates conflicts and facilitates resolution
- Excellent computer skills. Prefer experience with fundraising software, Word and Excel



- Commitment to team building management style
- Creates a proactive atmosphere within the department and uses positive reinforcement to motivate
- Identifies individual strengths and coaches people to success
- Existence of a network within the community

#### **KNOWLEDGE AND SKILLS REQUIRED**

- Valid Texas driver's license and insurable driving record
- Demonstrates above average written and verbal communication skills
- Demonstrates skills in organization and employee development
- Good interpersonal skills and ease in dealing with the public on all levels
- Detail-oriented and comfortable working simultaneous projects and meeting multiple deadlines
- Strong creative, strategic, analytical, organizational, and personal sales skills
- Experience developing, managing and tracking budgets
- Experience hiring, training, developing, supervising, and appraising personnel
- Comfortable speaking publically and possesses keen presentation skills
- Above average written and verbal communication skills
- Successful experience writing news releases, making presentations, and working with the media, to include on camera, radio and public speaking engagements
- Strong creative, strategic, analytical, organizational, and sales skills
- Experience developing and managing budgets
- Familiar with hiring, training, developing, supervising, and appraising personnel
- Supports employee development
- Excellent interpersonal skills and ease in dealing with the public on all levels
- Detail-oriented and comfortable working simultaneous projects and meeting multiple deadlines
- Commitment to team-building management style
- Demonstrates the ability to work with shelter pets while maintaining animal handling training techniques set forth by the SAHS

#### **WORK ENVIRONMENT**

- Potential for exposure to zoonotic diseases
- Exposure to high noise levels when in kennel area
- Potential for animal bites and scratches while handling animals

#### **PHYSICAL REQUIREMENTS**

- Willingness to work weekends, holidays, and off-hours, on occasion
- Ability to speak, hear, walk and be exposed to animal noises, chemicals used to sanitize facilities, vehicles, or equipment and other physical situations that involve all forms of animal life

#### **ADDITIONAL ATTRIBUTES**

- Treats all animals humanely, with compassion and concern, both on and off the job, and transmits these values to others
- Commitment to a high standard of safety and willingness to comply with all safety laws and all of the agency's safety policies and rules
- Willingness to report safety violations and potential safety violations to appropriate supervisory or management personnel



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