



JOB OPPORTUNITY

Communications & Marketing Coordinator 30-32 hours/week

** Apply to: careers@meowfoundation.com

** Include: a portfolio of work, both creative and narrative elements

Applications close: March 14, 2025

The Role

We seek an individual who cares deeply about the welfare of cats, is passionate about supporting the goals, mission, and vision of MEOW Foundation, enjoys working in the non-profit sector and is looking for a sense of personal fulfillment in the area of animal welfare.

This role is filled with variety (administrative, technical, and creative), juggling multiple projects (events, fundraising campaigns, and projects), and storytelling (about our cats in care, alumni, and future friends).

Creativity and strategy are important, so too is a very strong focus on execution, and ensuring communications and marketing align with MEOW Foundation's strategy, vision, and mission.

Position Details

The Communications & Marketing Coordinator works collaboratively with the Content Creator and is focused on developing and executing strategies and tactics to enhance MEOW's reputation, increase brand awareness and drive donations. This is a hands-on role.

In addition, this position works closely with an interdisciplinary team including MEOW staff, board members, volunteers, supporters, and fund development. An ability to synthesize and prioritize is essential, so too is the ability to ensure alignment of messaging across campaigns and initiatives.

More specifically the coordinator will:

Communications (60%)

- Create and manage content on all MEOW communication channels, including social media (Facebook, Instagram, LinkedIn), email newsletter, and website in coordination with the Content Creator.
- Maintain and update MEOW's website using WordPress. This includes adding new content, ensuring links work, and managing SEO.
- Create digital and print assets that amplify MEOW's existing brand identity using platforms like Canva.
 - Print: brochures, posters, thank you cards, etc.
 - Digital: email signatures. Social media assets, documents, and reports
- Monitor and report on social media analytics for all MEOW social channels.

Campaigns/Fundraising/Marketing (40%)

- Ideate and execute cross-channel fundraising campaigns. This includes 50/50 raffles, sponsorship campaigns, holiday fundraising, and direct mail/email.
- Monitor and report on key campaign analytics.

Qualifications

- Strong computer literacy, and proficiency with:
 - Microsoft Suite (Word, PowerPoint, Excel, Outlook and Teams)
 - Graphic design tools, including Canva
 - Web Content Management Systems, particularly WordPress
 - Experience with donor management systems like DonorPerfect and GiveCloud is considered an asset
- Outstanding visual design and creative skills with exceptional attention to detail.
- Strong written and verbal communication, with excellent interpersonal skills — able to build rapport across all levels and backgrounds.
- Self-motivated, proactive, and able to work independently while staying highly organized and balancing competing priorities.
- Team-oriented, collaborative, and receptive to feedback and change.
- Compassionate, mature, and thoughtful in judgment and behaviour.
- Post-secondary education in journalism, communications, or a related field preferred.

- Experience with animals is preferred.
- Experience working within a non-profit or charitable organization is desired.

Benefits & Perks

- Work with a caring and knowledgeable team of staff and volunteers.
- Free parking.
- Health and Wellness Benefits.
- Staff and Volunteer discounts at the MEOW Thrift Shop and The Regal Cat Café (10% off branded merchandise).
- Personal and professional development opportunities.

Working conditions

- At our Adoption Centre. Hybrid option also available (onsite at the Adoption Centre minimum 3 days/week). Candidate must be comfortable working in a shelter environment including exposure to dust, animal fur, dander and animal waste, zoonotic disease, cleaning chemicals, wet floors.
- Candidate must be comfortable driving within the Calgary area to our locations and various events.
- Hours of work are flexible Monday – Sunday including evenings, weekends, and holidays to support organizational needs and special events.

Interested candidates should submit their cover letter and resume:

careers@meowfoundation.com

Please explain your availability for work Monday – Sunday.

Only candidates that are selected for an interview will be contacted.

Further Information about MEOW Foundation is available at www.meowfoundation.com

Job-type: 30-32 hours/week

Salary: \$20-\$22 / hour

About MEOW

Established in 2000, MEOW Foundation is a cat-specific registered not-for-profit organization with a no-kill mandate. MEOW is the only organization in Calgary that offers four foundational programs.

- 1) Rescue and Adoption provides food, shelter and medical care to stray and abandoned cats in Calgary and facilitates their adoption into new, loving permanent homes.
- 2) Subsidized Spay Neuter Assistance Program (SNAP) for Calgarian's in-need to assist with the cost of spay and neuter.
- 3) Trap Neuter Return (TNR) Program for feral cats.
- 4) Cat Food Assistance (CFA) is a temporary support program if you are in need of cat or kitten food.

Through our programs, we advocate for responsible, compassionate animal care and assist over 2500 cats each year.

MEOW is a well-respected member of the animal rescue and services community in Calgary and works closely with other local and Alberta based groups to change the lives and provide a future for abandoned and mistreated companion animals.