



Our Mission

To revolutionize the status and well-being of companion animals.

Marketing Communications – Key Leader

Pleasanton, CA

Revolutionize. Make a difference in the lives of companion animals and the people who embrace them.

WHAT MADDIE'S FUND OFFERS YOU:

- A chance to work with a highly visible leadership team that has a long and successful history of saving animal lives and acumen for progressive changes in animal welfare
- An opportunity to build far reaching marketing, communications and educational programs that will revolutionize the status and well-being of companion animals
- A state-of-the-art care and teaching facility designed to drive lifesaving innovation in the animal welfare industry

The Role

Define and lead the marketing and communications strategies and execution as needed for all Maddie's Fund programs (Grant Giving, Maddie's Institute and Maddie's Center) to disseminate information of interest to our target audiences and to attract new audience members.

Target audiences include:

- The public
- Grantees
- University veterinary medicine programs
- Veterinarians
- Animal control programs
- Shelter programs
- No Kill industry partners
- Industry thought leaders
- Young people
- Parents
- Foster families and potential foster families
- People and families with companion animals
- Potential adopters
- Volunteers and potential volunteers

Media to include:

- Traditional – Print, Broadcast, News and Press Releases
- Digital – Social media, Websites, Webinars, Blogs, Newsletters
- Person-to-Person – Adoption events, seminars sponsored/hosted by Maddie's Fund

Other responsibilities:

- Manage the reputation of Maddie's Fund's brand, mission and initiatives by gathering all direct and indirect reviews, feedback or commentary in order to provide quantitative data, qualitative analysis and recommendations for response/action
- Ensure consistent, accurate, effective and on-point messaging internally and externally as brand evangelist and steward
- Create compelling content for interested parties and potential interested parties and provide an ability to identify, target and measure audience engagement

Desired Skills & Experience

Passion for Maddie's mission

Affection for animals, concern for their welfare, and a willingness to accommodate animals in the work place

Four-year college degree with preferred emphasis in English, journalism, communications, creative writing, social science or a related field

Experience in the humane movement/animal shelter profession is a plus. At least 5 years experience in marketing, communications or public relations

Demonstrated success and leadership in managing a comprehensive strategic marketing, communications and media relations program across all channels to advance an organization's missions and goals

Ability to thrive successfully in a highly collaborative environment

Ability to work at both the strategic and tactical levels. Proven organizational and planning skills with a demonstrated ability to lead, partner, manage and teach

Excellent interpersonal and presentation skills and the ability to effectively interface with senior management, Maddie's Board and staff

Ability to deal with complex issues and competing interests, respect different points of view, and retain a flexible, creative approach to problem-solving

Company Description

Maddie's Fund® (www.maddiesfund.org) is a family foundation endowed by the founder of Workday® and PeopleSoft, Dave Duffield and his wife, Cheryl. Maddie's Fund is helping to achieve and sustain a no-kill nation by providing solutions to the most challenging issues facing the animal welfare community through Maddie's Grant Giving, Maddie's Institute (research and education) and Maddie's Center (hands-on animal care). Maddie's Fund is named after the family's beloved Miniature Schnauzer who passed away in 1997.

Maddie's Fund is entering a new phase of growth and development. Over the next 2 years, we will expand our operations via Maddie's Institute and Maddie's Center. Staff size will grow exponentially from its current level of 8 employees. Our headquarters will relocate to 4280 Hacienda Drive in Pleasanton, California, 40 miles east of San Francisco, and occupy 70,000 to 90,000 square feet of interior space plus a 20,000 square foot exterior exercise and training area.

Additional Information

Posted: April 17, 2013

Type: Full-time

Experience: Director

Functions: Marketing, Public Relations, Education

Industries: Marketing and Advertising, Online Media, E-Learning

To apply

Send a letter of interest and a summary of your qualifications to:

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