



**Foster Parrots, Ltd. &
The New England Exotic Wildlife Sanctuary
Hope Valley, Rhode Island - USA**

Date: October 2019

Position Posting: Marketing & Development Officer

Salary: \$45,000 (Starting)

Position Description:

The Marketing & Development Officer is responsible for the development and implementation of cost-effective strategic plans to increase funding for the general operations of the organization and will play a key role in executing our capital campaign. Duties include overseeing and managing fundraising efforts, building strong and successful relationships, maintaining communications with donors and patrons and collaborating with staff to organize fundraising events.

The Marketing & Development Officer will work closely with the Executive Director to promote the mission, the work, and the brand of the organization. This person will work creatively to maximize visibility and support through film, photography, print and management of multiple social media forums. Fundraising, diversifying streams of support and crafting presentations for potential investors are primary objectives that will be supported through the marketing skills. A modest schedule of direct bird/animal care responsibilities will apply as a means of keeping one connected to the lives of sanctuary residents.

Qualifications:

- Strong writing and verbal communication skills are necessary, as is a comfort level with public speaking.
- One must have fundraising ability and be highly motivated to pursue and diversify multiple streams of support for the organization. Grant writing skills are highly desirable.
- A positive mental attitude and ability to work with and inspire others is essential.
- Strong avian/animal welfare values and a passion for promoting those values are necessary.
- Strong computer and technology skills are mandatory.
- Our ideal candidate is creative, energetic, and able to film, photograph and publicly document the lives and experiences of our sanctuary residents for public consumption while also promoting our uncompromising animal welfare values. Consequently, proficiency in all social media applications is required.
- Candidate must be willing to periodically travel both nationally and internationally.
- Parrot experience is desirable, but the parrots will teach you what you don't know.

Primary Responsibilities:

- The Marketing and Development Officer will research, identify and pursue potential streams of funding including grant sources, community support, corporate partnerships and sponsorships.

He/she will work with the Executive Director to craft and deliver compelling presentations to attract investors and move our capital campaign toward fruition.

- Proficient in utilizing all forms of social media and skilled in short film production and photography, the Marketing & Development Officer will creatively manage and promote Foster Parrots' public face through YouTube, Facebook, Twitter, Instagram, Snapchat, etc... with the goal of educating the public about captive parrot issues and the work of Foster Parrots, and increasing public support for the organization.
- The Marketing & Development Officer will have an eye for graphic design and will work independently or with a team to craft informative and visually compelling presentations for potential investors, avian/animal welfare conferences, and regional, educational events for audiences of all ages.
- A weekly schedule of hands-on parrot care (approx. 10 hours weekly) will keep the Marketing & Development Officer connected to the lives of the birds and inspire the creative and empathetic processes by which their stories can be told.

Benefits:

- Salary increase commensurate with marketing and development success.
- Health insurance after 6 months of employment.
- National and international travel opportunities.
- 10 flex days annually (vacation, sick or personal days).

Applicants should submit a 1 - 2 page letter of introduction, resume/CV and samples of graphic work, photography or film clips to Foster Parrots Executive Director, Karen Windsor, at Karen@fosterparrots.com

Organization information can be found at: www.fosterparrots.com