

## Development Associate

**Job Title:** Development Associate

**Location:** Cleveland, OH/Remote

**Salary Range:** \$15/hour

**Travel Required:** 0-10%

**Work Hours:** Full Time M-F, Some evenings and weekends as needed. Flexible hours/schedule.

Application Accepted By:

**E-mail:** [info@wags4kids.com](mailto:info@wags4kids.com)

**Subject Line:** Development Associate Application – [Insert Your Name Here]

In addition to your resume, please e-mail a cover letter stating why you want to work for Working Animals Giving Service for Kids and what skills you have related to this job description that makes you a great fit for the position. APPLICATIONS WITHOUT A COVER LETTER WILL NOT BE CONSIDERED.

### Role and Responsibilities

Reporting directly to the Director of Development & Special Events, this position will be entrepreneurial in nature with a strong history of content creation and social media background. This role will strategize, plan and execute compelling content, as well as contribute creative ideas that will increase participation at W.A.G.S. 4 Kids programs and events. The Development Associate is responsible for managing the execution of daily communications across social media, websites, email and other digital formats. Responsible for the creation of all digital content and high-quality 2D video content to share the W.A.G.S. 4 Kids message. Additionally, they will help support donor communications, data entry, and other administrative tasks that will help the office run smoothly.

Responsibilities in these areas including, but are not limited to:

#### Content Creation/Social Media Marketing:

- Write engaging stories and content and post to W.A.G.S. 4 Kids social media pages
- Develop and maintain a content guide and posting schedule for all W.A.G.S. 4 Kids programs and events.
- Develop strategy for communication platforms and communities (including Facebook, Twitter, YouTube, Instagram, and LinkedIn) to increase awareness of and participation in W.A.G.S. 4 Kids programs and special events.
- Establish and implement social media and press release strategies for all W.A.G.S. 4 Kids programs.
- Build a unified and consistent brand for W.A.G.S. 4 Kids across various social media platforms.
- Write and disseminate press releases for W.A.G.S. 4 Kids programs.
- Develop and implement effective measurement tools (website analytics/social media ROI) to evaluate the overall impact of all campaigns.

- Research and recommend other social media platforms for future use.
- Survey clients and supporters to learn more about their commitment to and impact from W.A.G.S. 4 Kids.

#### Design:

- Design flyers, digital & print advertisements and other promotional material as needed.
- Design infographics and other visual elements that clearly communicate sometimes complex messages or concepts.
- Script, storyboard, allocate resources and set deadlines for projects.

#### Production:

- Creating and compositing compelling 2D video presentations.
- Determines lighting needs, sets audio and positions video camera to determine appropriate shots of persons or objects.
- Operates appropriate video cameras, audio recorders, lighting fixtures, audio mixing boards and related video production equipment when required.

#### Post Production:

- Creates graphic elements based on company standards
- Gathers various elements for post-production including keynote graphics, on camera video recordings, audio, etc.
- Researches stock footage, music and images; obtains proper licensing for assets.
- Post production work including, but not limited to, color correction, stabilization, and effects
- Edits and verifies content for accuracy and aesthetic value
- Compresses completed projects for both broadcast and online distribution.
- Organize and manage video assets in a library/archive.

#### Administration:

- Accurately pack supplies and equipment for merchandise and information tables used at events.
- Order and restock office supplies that support staff productivity.
- Help staff with administrative tasks such as making copies, researching event locations, ordering food and other miscellaneous responsibilities.
- Research vendors and suppliers to help lower costs of supplies, merchandise and other services.

#### Qualifications and Education Requirements

Bachelor's degree from a four-year college or university in Journalism or Marketing. 1 – 3 years related work experience, or 3 – 5 equivalent combination of education and experience. The right candidate will have experience in writing execution of compelling content and social media marketing. Must have proven experience with Adobe Creative Suite – After Effects, InDesign and Illustrator. Must be extremely detail oriented and able to simultaneously manage multiple business transactions. In addition, they must be a professional, decisive, concise and strong communicator – both verbal and written communication skills. Ability to type at least 30 words a minute and lift 50 lbs. Energetic individual with great interpersonal skills, good at networking and building relationships. Must have a commitment to the mission of W.A.G.S. 4 Kids.

### Preferred Skills

Experience with non-profits, start-up organizations or social enterprises. Experience in shipping and logistics is also greatly beneficial. Experience and supporting staff members in an office environment is strongly preferred. Experience with the population served by W.A.G.S. 4 Kids is also a plus.

### Additional Notes

Working Animals Giving Service for Kids (W.A.G.S. 4 Kids) is a growing non-profit organization. Our mission is to provide mobility service and autism spectrum service dogs to children with disabilities throughout 22 counties of Northeast and Central Ohio. All dogs are trained utilizing the W.A.G.S. 4 Kids Accredited Apprenticeship Service Dog Training Program, housed with the inmates of Grafton Correctional Institution & Mansfield Correctional Institution. For more information, please visit: [www.wags4kids.org](http://www.wags4kids.org)

Applications will be accepted until the position is filled. We are an equal opportunity employer.