



Volunteer Opportunity: Digital Marketing Volunteer, SASF Marketing Committee

The Seattle Animal Shelter Foundation (SASF) is looking for a **volunteer (unpaid) Digital Marketing Volunteer** to join our Marketing team! SASF is a 501(c)(3) nonprofit focused on raising critical funds for the Seattle Animal Shelter. We support programs at the animal shelter that the City of Seattle cannot fund on their own. Our all-volunteer board and committees are passionate about animal care and love giving back to our community. If you have a passion for animal welfare, you'll fit right in with the team!

The Digital Marketing Volunteer will use paid ads to efficiently drive more event signups, fundraiser participation, and donations on the Google PPC (Pay-Per-Click) Search platform and the Facebook Business platform. This person will work with the small and friendly Marketing team to maintain and set up conversion tracking for platforms. They will also have the team's support in writing ad copy and obtaining images from the graphic designer.

Responsibilities:

- Build and manage campaigns in Google for Nonprofits and Facebook Ads Manager.
- Help determine budgets, create campaigns/ads, build audiences, and test creatives.
- Capture relevant search traffic on Google to drive donations, event signups, etc.
- Track and analyze metrics, provide reporting on growth and engagement.
- Brainstorm new PPC initiatives.
- Time Commitment: 3 hours a week, on average. Marketing committee meetings once a month.

Qualifications:

- Experience with Google PPC.
- Experience with Facebook Ads Manager Platform to run Facebook and Instagram ads.
- Genuine desire to make a difference for Seattle's shelter pets.

Preferred Qualifications:

- Experience with LinkedIn Ads
- Experience with WordPress
- Experience with Google Tag Manager and Google Analytics

If you're interested in using your PPC knowledge to help animals in need, please email your resume to SASF's Marketing Co-Chair, Jennifer Warner, at jwarner@seattleanimalshelterfoundation.org