



## **Marketing Experts and Specialists**

The Etobicoke Humane Society (EHS) is looking for marketing Volunteers who specialize in one or more of the following categories:

- Facebook advertising
- Instagram advertising
- MailChimp
- SEM
- Google Adwords
- Google Analytics
- Video marketing
- Blogging
- Content creation
- Fundraising
- Public Relations
- Event Management

The Etobicoke Humane Society is a 100% volunteer run Charity. Part of our mandate is to outreach to the community and the greater Toronto population to help find forever homes for our Cats and Dogs.

We are looking for volunteers to join the marketing, fundraising and PR team. Each of these volunteers will bring forward a minimum of one specific specialty listed above, and be able to commit up to 2-3 hours per week.

These volunteers will participate in team meetings (in person and/or via conference call) to help plan specific campaigns, and will work independently with minimal supervision.

Do you specialize in Google Adwords? Help promote the Etobicoke Humane Society and attract more people to the shelter. Maybe you are a Facebook expert and will help us market an upcoming event. Or perhaps, you love measuring success, and like to dig into the data from Google Analytics and let us know how we are doing.

Let us know what your specialty is, and why you want to volunteer with the Etobicoke Humane Society.



## **Qualifications**

- College diploma/ University degree or relevant work experience.
- Minimum of 2 years experience in a speciality listed above
- Highly organized, independent and deadline oriented
- Team player
- Available to donate 2-3 hours per week
- Ability to think strategically and work tactically

Please visit us at: [www.etobicokehumanesociety.com](http://www.etobicokehumanesociety.com)

Please send your resume and a cover letter explaining your speciality and why you want to support the Etobicoke Humane Society.

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