



## Development and Marketing Assistant Description

**Organization:** Pets Alive

**Position:** Development and Marketing Assistant

**Direct Supervisor:** Megan Reece, Director of Development and Communications  
(812) 349-1349 ext.103; [megan@petsaliveindiana.org](mailto:megan@petsaliveindiana.org)

Pets Alive Nonprofit Spay/Neuter Clinic provides the compassionate solution to end the unnecessary euthanasia of cats and dogs. We offer affordable, high-quality spay/neuter surgeries, which are subsidized through the generosity of our donors and sponsors.

Pets Alive cannot provide low-cost surgeries without support from the community. The goal of this position is to improve Pets Alive's visibility in the community, increase awareness of Pets Alive's brand and services, enhance communications with current donors and supporters, and reach new audiences through innovative marketing strategies.

Responsibilities may include:

- Design and assist with printed materials, such as flyers and direct mail letters for fundraising campaigns and special events
- Research new funding sources for the organization
- Create and implement outreach plan to recruit, track, and recognize volunteers
- Develop media relationships in the community and learn how to write and disperse a compelling press release that receives media coverage
- Secure media partners and sponsorships for special events, including television, radio, and newspaper coverage

The Development and Marketing Assistant will be directly supervised by Development Director Megan Reece, who will meet on a weekly basis to discuss each week's priority tasks and provide support and guidance in achieving the position's goals. The Development and Marketing Assistant is a welcome addition to our staff and will be included in discussions that pertain to his or her projects and various staff meetings and activities, such as trainings and lunches.

Pets Alive is dedicated to giving students an in-depth learning experience. Working with our executive team on a broad array of projects will provide this individual with skills and experience transferable to any organization.

Pets Alive is open Monday-Thursday, 8:00 a.m.- 6:00 p.m., and scheduling is flexible within those parameters. We are located on the south side of Bloomington next to Lucky's Market.