



4000 Industrial Rd - Wickenburg, AZ 85390
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JOB DESCRIPTION

Job Title: Content Curator
Reports to: President & CEO
FLSA Status: Non-Exempt, Part-time
Salary: 101 | \$14.70-\$21.00 per hour DOQ
Prepared Date: January 2025
Hours: 20-32 hours per week

DEFINITION: Finding, organizing, and presenting relevant and valuable information on shelter and program activities to share with an interested audience. Create content for storytelling and sharing the good work done by the organization in the community on social media platforms, website, and marketing materials. Deliver high-value information in an accessible format. Engage with target audiences and encourage traffic and conversion. Foster interactions and build a loyal following.

ESSENTIAL FUNCTIONS: Essential functions, as defined under the Americans with Disabilities Act, may include, but are not limited to, the following tasks, knowledge, skills and other characteristics. **(This list of tasks is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by positions in this class.)**

TASKS: Gather information on animals, situations, circumstances, and program activities to create compelling stories and feature articles to share on social media and advertising platforms. Take photos and videos when appropriate to help support and share the story being told. Create monthly adoption flyer. Create pet of the week ad. Take attractive photos of shelter animals for adoption profile. Create animal biographies for each shelter animals' online profile. Create content and share stories and appropriate information on social media platforms. Create marketing materials for organizational programs and special events. Maintenance of website content to ensure information is current and accurate. Create weekly educational content to share with audience. Engage and reply to questions and comments on social media platforms. Photograph and video special events and share appropriate content on social media and website. Lead others by example by providing exemplary service. Act as first line of defense for customer issues and employee disagreements. Dependable and TEAM minded. Other duties as assigned.

KNOWLEDGE, SKILLS AND OTHER CHARACTERISTICS:

- Creative.
- Knowledge of social media platform.
- Skill in creating compelling content.
- Skill in posting content on social media platforms, engaging with audience.
- Skill in creating marketing materials.

- Skill in working effectively as a team player in a busy environment while maintaining superior customer service.
- Skill in effectively communicating with staff, volunteers, and members of the public.
- Strong written and oral communication skills.
- Strong graphic design skills.
- Excellent photography and videography skills.
- Ability to multi-task and remain professional in high stress environment.

MINIMUM QUALIFICATIONS:

A high school diploma or GED, a valid Arizona Driver's License AND minimum of three (3) years' experience in social media content curation.

Minimum of one-year animal shelter experience, preferred.

Proficient on social media platforms; Facebook, Instagram, TikTok, YouTube, X, Snap Chat

Proficient in Microsoft Office; Outlook, Publisher, Word, Excel, PowerPoint and other software programs such as Adobe, Canva, CapCut, and Photoshop.

ADDITIONAL REQUIREMENTS:

May be exposed to extreme weather conditions, potential physical harm, hazardous chemicals, infectious diseases, dangerous machinery, snakes, insects, and vermin.

Must possess and retain a valid Arizona Driver's License.

May be required to lift and/or carry heavy, bulky supplies, materials, and animals weighing up to 50 pounds.

Must participate in continuing education by furthering personal knowledge associated to job tasks and sharing quarterly at staff meetings.

May be required to work a flexible schedule outside the normal work schedule.

Must be able to exercise sound judgement when working without supervision and under emotional stress.

Must be of good moral character and possess an even disposition.

Be a champion for animals.

Must be able to deal effectively and politely with people from diverse backgrounds and experiences in a variety of difficult situations.

Must possess a high level of professionalism and strong interpersonal skills.

Must adhere to proper HSW attire and personal hygiene policies.