
Cat Marketing Team: Design & Event Development Volunteer Position

DESCRIPTION

Austin is weird. So are cats! Embrace the vibe of our city to create eye-catching, innovative and amusing material that draws attention to the APA! Cat Program. Small projects such as creating single cat posters and stylized adoption promotion flyers are always available. This is a fun position that allows you to show off your creativity!

The basic function is to ensure that the APA! Cat Program has eye-catching, attractive marketing material for promotions and special campaigns which will capture our adopter's attention and increase adoption success!

WORKING RELATIONSHIPS

This position reports to the Cat Marketing Manager.

This position will work with other Cat Marketing Team volunteers. This position can be entirely work-from-home.

DUTIES AND RESPONSIBILITIES

- Use assigned spreadsheets to track and report needs and status of special projects
- Create original, high quality design content for web and print use including, but not limited to: cat adoption promotions, flyers, fundraisers, events, and more.
- Adhere to APA! branding and style guides in creation of advertising materials

REQUIRED QUALIFICATIONS

- Professional graphic design experience. This position is typically not suitable for students or hobbyists
- Ability to work on a team and meet deadlines
- Appropriate design software
- Creative, fun, outside the box thinking mandatory. Designers will embrace pushing the envelope and understand the whimsical phenomena of marketing cats on the internet.

EXPECTATIONS

- Must embody APA!'s core values of innovation, respect, drive, resourcefulness, and inclusion
- Commitment to APA!'s customer experience expectations
- Willing and committed to working well with volunteers and staff in all roles
- All volunteers are expected to uphold by APA!'s Core Values when present on grounds and representing APA! publicly.

TIME COMMITMENT

Flexible, varies with projects.

LOCATION

Offsite/Remote Position (telecommuting)

Please note, all volunteer positions are unpaid and do not qualify for employee benefits.