



CLASS SPECIFICATION

Class Title: Digital Communications Specialist
Department: Animal Care of Davis County
Merit: Exempt

Class Code: 6674
Grade: 17
Eff. Date: 11/17/2025

GENERAL PURPOSE

Under the general guidance and direction of the Deputy Director, develops and executes the shelter's digital strategy across social media platforms to boost awareness of the shelter's mission, drive adoptions, and support donation marketing efforts. The role focuses on creating and managing engaging content, including videos, stories, and graphic designs, to promote adoptable animals and events.

EXAMPLES OF DUTIES

Develops, implements, and continuously refines a comprehensive, data-driven social media strategy aligned with the shelter's overarching goals to increase animal adoptions, improve community engagement, and maximize donation marketing efforts.

Plans and executes social media advertising campaigns and coordinates with the marketing team on integrated marketing initiatives, product launches, and events.

Plans, creates, curates, edits, and publishes engaging content (text, original photography, short-form, videos, and basic graphic design assets) daily across all relevant social media platforms (e.g., Facebook, Instagram, LinkedIn, X, TikTok, YouTube) to effectively showcase individual adoptable animals and promote successful adoption stories.

Writes, edits, drafts, designs using tools like Canva or Adobe Express, or otherwise produces relevant, original, high-quality creative digital content (including written, photo, and video content).

Stays up-to-date with the latest social media trends, algorithm changes, and best practices, and identifies opportunities for the brand to participate in relevant conversations.

Uses analytical tools (e.g., Google Analytics, Hootsuite, Meta Insights) to track, measure, and analyze the performance of campaigns and content using KPIs, and reports insights to management for strategy optimization.

Monitors all social media channels to manage community interactions, responding promptly and thoughtfully to comments, direct messages, and brand mentions to cultivate a positive online presence and foster trust. This function also involves actively monitoring the social media activity of key partner agencies, including local rescues, other shelters, elected offices, and city departments, to identify collaborative content opportunities and maintain strong inter-agency relationships.

Responds appropriately and in alignment with Department brand, style, and voice to social media messages, reviews, questions, complaints, and other interactions with the public, and supports the Director in real-time crisis and emergency communications, as necessary.

Assists with maintaining website content under the direction of the Director and Deputy Director. Participates in communication committees, projects, and events.

Operates a motor vehicle in a safe manner and in compliance with all Utah laws and regulations.

Performs related duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

Bachelor's degree in Marketing, Communications, Journalism, Public Relations, or a related field, plus one (1) year of related experience.

Preferences: direct professional experience working with or volunteering for a **non-profit organization, animal welfare group, or public-facing community agency.**

2. Special Qualifications:

Employees driving a personal or a county vehicle for job related travel must possess a valid driver license, maintain the minimum vehicle liability insurance as specified in the Utah Code, and must operate a motor vehicle in a safe manner; new employees with an out-of-state license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

3. Necessary Knowledge, Skills, and Abilities

Knowledge of: the dynamics, features, algorithms, and best practices for content distribution across major social media platforms (e.g., Instagram, Facebook, TikTok, X, and YouTube). Proficient understanding of digital marketing principles, including audience segmentation, and content optimization.

Proficiency in strategic content creation and visual storytelling, specifically the ability to produce high-quality, engaging content that drives measurable action (adoptions, donations). Demonstrated expertise in graphic design and video production and editing using industry standard tools (e.g., Canva, Adobe Creative Suite, or equivalent mobile/desktop software). Superior written, verbal, and visual communication skills with meticulous attention to grammar and brand voice. Ability to utilize social media analytics tools (e.g., Meta Insights, Google Analytics) to generate actionable insights and refine strategies based on key performance indicators (KPI's).

This position may require the driving of a motor vehicle; skill in operating a motor vehicle in a safe manner; ability to ensure a motor vehicle is operating in a safe manner; knowledge of Utah motor vehicle rules and regulations.

Abilities to: thrive independently and collaboratively in a high-volume, fast-paced, mission-driven environment. Must demonstrate exceptional resilience, diplomacy, and sound judgement to manage highly visible community interactions, address sensitive animal-related issues, and maintain composure during crises or negative comment streams. Proven ability to creatively manage multiple projects simultaneously while maintaining strategic focus on organizational goals.

WORKING CONDITIONS

The role is primarily office-based, requiring extended periods of sitting and intensive computer use in a collaborative, fast-paced setting. The physical environment is an active animal shelter, characterized by

loud animal noises and exposure to common animal allergens (fur/dander) and potential contaminants. The specialist must be prepared for frequent interaction with animals of varying temperaments, requiring adherence to safe animal handling protocols. Furthermore, the role involves managing public-facing communications, necessitating emotional resilience to handle negative comments, online harassment, and potential PR crises.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. ***All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.***