



## Business Volunteers Unlimited is pleased to announce a Fellow Opportunity with *Neighborhood Pets*

### **ABOUT NEIGHBORHOOD PETS**

The mission of *Neighborhood Pets* is to recognize the many benefits of the human animal bond, Neighborhood Pets supports people with financial needs by helping them keep their pets in their homes. We do this by providing access to affordable pet care, resources, and other supportive services. With relationships and building trust in the community at the core of our work, our work ranges from providing pet services to collaborating with social service partners in the community to assist with other health, wellness & financial needs. At Neighborhood Pets, the focus is on people and building a community. The organization has received considerable national attention for its innovative and relationship-based approach that values the person as much as the pets. Clients are treated with respect, kindness and without judgement. We seek to earn and keep the trust of those we serve. Our accessible Slavic Village location speaks to our commitment to build and be of our community.

### **FELLOW OPPORTUNITY**

*Neighborhood Pets* seeks a Fellow for rebranding of the organization's name, visual identity, brand positioning messaging, and launch strategy, that aligns to mission and will communicate comprehensive impact on pets, people, and community. The Fellow will review and assess the existing brand identity, lead discovery sessions about target markets and objectives for the rebranding, recommend brand components (the organization's name, visual identity, brand positioning messaging, and any other accompanying assets), finalize and deliver components based on feedback, and recommend a launch strategy for the new brand.

#### Marketing Fellow Role

- Working closely with the Executive Director
- Review and assess the existing brand identity.
- Lead discovery sessions about target markets and objectives for the rebranding.
- Recommend brand components, finalize and deliver components based on feedback.
- Recommend a launch strategy for the new brand.
- Present and train staff with the new branding strategy

#### **TERM**

500 hours (hybrid)  
Flexible time frame

#### **LOCATION**

- Office is located at:  
3711 E 65th Street  
Cleveland, OH 44105

#### **STIPEND**

\$10,000

#### **QUALIFICATIONS**

The ideal candidate will have significant professional experience in marketing, design, and PR. Experience in the



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nonprofit sector is a plus.

To be considered for this opportunity and to request application materials, please contact Sarah Castle ([scastle@bvuvolunteers.org](mailto:scastle@bvuvolunteers.org))

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*The BVU Fellows Program matches the talents of highly skilled professionals with local nonprofits to engage in a transformative project that benefits the community.*

For more information, visit our webpage:

[BVU](#)