



Humane Society of Weld County Job Description

Job Title: Community Engagement Coordinator
Reports To: Executive Director
FLSA Status: Full-time (Hourly, Non-exempt)
Effective Date: March 2021

POSITION SUMMARY:

The Community Engagement Coordinator is responsible for community outreach efforts and the overall recruitment, training, and management of volunteers serving the Humane Society of Weld County (HSWC). This role is crucial in developing a strong social media presence for the HSWC and requires experience in formulating and executing programs, social media, and managing the community in terms of education and recruitment of an active volunteer base.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Recruit, develop, and manage volunteers; screen volunteers and ensure they are appropriately matched and trained for volunteer positions.
- Develop, coordinate, and manage community outreach efforts including but not limited to initiating contact and building relationships with local businesses, schools, sports teams, etc.
- Maintain positive communication with HSWC patrons, volunteers, local organizations, and the general public to promote HSWC mission, goals, and programs.
- Develop and manage all social media outlets with an emphasis on promoting the HSWC's mission and current programming, events and noteworthy efforts.
- Market and promote adoptable animals; ensure all animals have marketable photos and biographies in conjunction with other shelter staff.
- Work with the shelter leadership team to develop strategies promoting and placing our longest tenured/special needs animals.
- In conjunction with the shelter leadership team, identify and develop volunteer positions
- Onboard new volunteers, including managing volunteer orientations; work with the Behavior & Enrichment Supervisor to coordinate ongoing animal handling and animal enrichment training for behavior volunteers; work with shelter management and staff to ensure areas of need have regular volunteer coverage.
- Maintain consistent communication and engagement with volunteers; create and maintain volunteer training materials, informational handouts, guidelines, etc.
- Coordinate adoption and community engagement events, assist in coordination of fundraising events; ensure volunteer staffing at fundraising, adoption and engagement events.
- In conjunction with the Foster & Transfer Coordinator, develop and maintain volunteer policies and procedures reflective of current programming.
- Manage and maintain volunteer files in Volgistics database, including tracking volunteer hours, attendance, and assignment participation.
- Work in conjunction with the Foster & Transfer Coordinator to ensure foster-parent volunteer support in the absence of the Foster Coordinator; assist with basic foster parent needs including facilitation of foster animal drop-off/pickup and answering foster parent questions/inquiries in the absence of the Foster Coordinator.
- Assist Executive Director, Shelter Manager, Foster & Transfer Coordinator and other employees as needed; all other duties as assigned.



- Regular and predictable attendance is required.

QUALIFICATIONS:

- Bachelor's Degree in Marketing, Communications or related field is preferred.
- Previous experience working in a non-profit agency volunteer program, preferably animal welfare, is preferred.
- Previous animal handling skills preferred.
- Valid Driver's License and ability to gain coverage through our motor vehicle insurance is required.

KNOWLEDGE, SKILLS AND ABILITIES:

- We are seeking an innovative and creative self-starter who will focus efforts on engaging the community and implementing partnerships with businesses, schools, sports teams, etc., to develop collaborative programs that will benefit the animals of the HSWC.
- A positive outgoing compassionate individual with hands on ability, excellent proven organizational, management and leadership skills, and dedication to ensuring best practices are followed.
- Genuine passion for and commitment to animal welfare is required.
- An extremely high level of attention to detail is required.
- Proficient in Microsoft Office and social media platforms is required.
- Excellent oral, written, and organizational skills with a high level of attention to detail is required.
- Ability to maintain professional rapport with HSWC staff, the public, and volunteers and foster parents is required.
- Ability to work flexible hours, which will include evenings, weekends, and holidays is required.

MENTAL/PHYSICAL DEMANDS:

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. In performing the duties of this job, the employee is occasionally exposed to fumes, airborne particles and zoonotic diseases. The environment is moderately loud and the worker may be exposed to animal bites and/or scratches.
- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. An employee must frequently lift and/or move up to 50 pounds without assistance. An employee must handle dogs, cats, small mammals and birds. Specific vision abilities required by this job include close vision, distant vision, peripheral vision, depth perception and ability to adjust focus while performing the duties of this job. The employee is regularly required to stand; walk; use hands to finger; handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to climb or balance, stoop, kneel, crouch or crawl and taste or smell.

This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job. Duties, responsibilities or qualifications may change at any time, with or without notice.