

Volunteer/Marketing Coordinator

Job Description

Class: Part-time/Non-Exempt

Hourly Up to 30 hours per week; evenings and weekends occasionally

Revised: November 2021

Reports To: Executive Director

Please submit your resume and cover letter of interest to mglauser@acapl.org

Summary

Volunteer Coordinator is responsible for daily supervision and management of the shelter's volunteer program as well as recruiting, providing training and mentorship, and retention of volunteers. The Volunteer Coordinator will work closely with the Adoptions Supervisor to ensure all fosters and volunteers are managed effectively and cohesively. The Volunteer Coordinator is responsible for supporting ACAPL special events and marketing initiatives alongside the Executive Director and designated coordinators and volunteers.

Specific duties of the Volunteer Coordinator are, but are not limited to:

- Actively recruit volunteers through the use of the website, print media, community calendars, public speaking, attendance at community meetings and events, etc.
- Assist with coordination and planning of special events/fundraisers especially as it pertains to volunteers.
- Assist with marketing of shelter including social media, outreach events, print materials, etc.
- Research, devise, and implement effective volunteer recruitment and retention strategies
- Train, mentor, and serve as initial primary contact for all volunteers
- Train pertinent staff to train, mentor, and serve as primary contact for volunteers specific to their area
- Prepare for, schedule, and provide regular volunteer orientations
- Keep all volunteer materials and programs up to date, and provide all volunteers with appropriate orientation materials
- Develop and maintain advanced or specialized volunteer programs and training to ensure continual growth of the volunteer program
- Oversee enrichment program in cooperation with Kennel Supervisor

- Coordinate with Kennel Supervisor to ensure shelter has all necessary items stocked to prepare enrichment items for shelter animals
- Coordinate with volunteers to produce enrichment items
- Coordinate with Coordinators and management team to determine where volunteer staffing is most needed and most effective
- Grow and implement new volunteer programs to support to reduce strain on overburdened programs
- Keep all staff up to date on changes to volunteer programs; provide staff training for volunteer program procedures as needed; ensure that staff are providing accurate information to volunteers
- Uphold the shelter's values and mission statement during interactions with the public and other staff
- Report to Executive Director about consistent or serious issues with volunteer programs, volunteers, or staff involved with volunteer programs, and work to devise solutions to these issues.
- Track data on volunteer programs, and utilize it to create a monthly volunteer report to be submitted to management by the second Wednesday of each month
 - Report new volunteers recruited
 - Report number of volunteer hours each month
 - Number of active/inactive volunteers (inactive volunteer= hasn't volunteered in 6 months); propose methods to reinvigorate and reinvest both active and inactive volunteers in the program
 - Key accomplishments of volunteer program
 - Highlight volunteer or volunteer moment of the month
- Manage the ACAPL Volunteers Facebook page
- Send out a monthly newsletter to all volunteers with updates, events, and other pertinent information
- Mentor staff and senior volunteers on how to interact with volunteers to make them feel appreciated and useful

Qualifications

- Bachelor's degree in a related field or minimum two years' professional work experience.
- Excellent written and verbal communication skills.
- Must possess exceptional interpersonal skills to communicate effectively with staff, volunteers, and community partners.

- Fear Free Shelter certified or become Fear Free Shelter certified within 60 days of employment.
- Enjoy working with the public and on a “Yes” team.
- Superb organizational skills, attention to deadlines and ability to prioritize multiple responsibilities are required
- Positive attitude and professional demeanor.
- Proficient in Microsoft Office/Google Suite software.
- Strong commitment to the welfare and proper treatment of animals.

Working Conditions

- May be required to work some evenings and weekends.
- May be required to work at events held outside/offsite.
- May be required to work alongside dogs, cats or critters.
- Noise and odors are encountered due to Sheltering environment.

Equipment Used

- Basic office equipment: Google Suite, Pet Point, Salsa, telephone, fax, computer, projector, copy machine.
- At events: pop-up tents, portable bins, promotional banners, flags and/or decorations.

SPECIAL REQUIREMENTS: Possess a valid driver’s license

AT WILL EMPLOYMENT: There is no minimum period of employment guaranteed or implied by acceptance of an employment offer. It is the policy of Ashtabula County APL that employment is at will, which means that employment is for no specific term and that employment may be terminated by the employee or Ashtabula County APL at any time without cause. Ashtabula County APL is an equal opportunity employer. We do not discriminate against any employee or applicant because of race, color, sex, religion, age, national origin, disability, or any other basis protected by applicable federal, state, or local law. We assure you that your opportunity for employment with Ashtabula County APL depends solely on your qualifications.

NOTE: This position description is not intended to be all-inclusive. You may be required to perform other related duties within your skill set as negotiated and/or directed to meet the ongoing needs of your department and the organization.