

Outreach Coordinator

The Outreach Coordinator will play a significant role in supporting and promoting the Wildlife Center's mission of teaching the world to care about and to care for wildlife and the environment. Working closely with the Director of Outreach, the Outreach Coordinator will help promote and improve ongoing outreach programs and identify and develop new outreach opportunities.

Responsibilities:

- Working with the Director of Outreach, create a strong national online presence for the Wildlife Center, using the internet and social media. Efforts will include promoting and sharing Center stories and information with supporters and the general public, including updates about current patients, stories about education animals, and current wildlife issues. Identify, develop and carry out new online outreach programs and opportunities [*e.g.*, webcams, virtual field trips, moderated chats, and new website areas]. Engage current supporters by providing occasional updates about animals in the Center's *Caring for Critters* program. Monitor and identify successful online efforts by similar organizations. Monitor Wildlife Center online activity and traffic; work to market the website and online efforts to a wider audience.
- Promote, schedule, and present on- and off-site outreach programs and events for various age groups. These programs are interactive, include non-releasable wild animals from the Wildlife Center, highlight the work of the hospital, and include instruction about lessening human impact on the Earth's ecosystem. Help to expand Center programs to reach additional non-school audiences and to increase use of technology to deliver information.

Responsibilities include invoicing, program and payment tracking; monitoring program success through post-presentation written/telephone evaluations. Work with the Director to fine-tune current programs and explore new audiences and new opportunities to create popular and successful outreach programs.

Renew annual education and exhibit permits with state and federal agencies. Maintain database and monthly spreadsheets tracking number of programs presented and animal use during those programs.

- Assist with development of new online wildlife rehabilitation classes.
- Develop and design educational information for Center visitors, including themed

displays in the Center's library and outdoor kiosks as well as the Bear Oak education trails. Assist in the development and production of brochures, promotional items, and other marketing materials.

- Along with other staff members, lead general orientation programs for new volunteers. Recruit and train docent volunteers who are interested in assisting with on-site programs. Assist staff with intern/student orientations.
- Assist Director of Outreach with annual rehabilitation conference preparation.
- Assist veterinary staff with the housing, feeding, and physical health of the education animals. Supervise the animals' training, handling, husbandry, equipment, and traveling cages. Maintain records on animals' health, maintenance, and usage. Supervise the training of staff members and volunteers to handle the animals for programs or exhibits.
- Provide telephone support and answer calls from the general public. Disseminate information on wildlife conflict resolution (dealing with "nuisance wildlife" calls) and update wildlife advice section of Center's website.
- Schedule routine maintenance of Center vehicles used for outreach programs.
- Provide general support to other staff, interacting with the public, admitting patients, support Center special projects.
- Other duties as needed. Evolving position in an evolving department.

Salary: Commensurate with experience and credentials, ranging in the mid-20'K annually.

Qualifications:

- Bachelor's degree required, preferably in communications, environmental education, wildlife science, biology, or a related field. Other majors will be considered with sufficient experience or additional qualifications.
- Demonstrated experience in effective public speaking.
- Demonstrated writing and communication skills.
- Demonstrated ability to identify, develop, and implement new programs.
- Experience with handling animals highly desirable.
- Experience using the internet and social networking tools for education and outreach desirable. HTML coding and basic website design skills desirable.
- Some experience with graphic design desirable.

- Strong interest in wildlife and the environment.
- Professional appearance and demeanor.
- Must be an enthusiastic, efficient, creative, flexible, adaptable self-starter with good time management skills. Should be open to new opportunities and responsibilities.

TO APPLY:

Please send a cover letter, résumé, and writing sample, to:

Director of Outreach
Wildlife Center of Virginia
Post Office Box 1557
Waynesboro, VA 22980

outreach@wildlifecenter.org