



Job Posting: Outreach Coordinator December 2023

The Wildlife Center of Virginia is an internationally acclaimed teaching and research hospital for wildlife and conservation medicine, located in Waynesboro, Virginia, in the heart of the Shenandoah Valley. The Center's mission is to "teach the world to care about and care for wildlife and the environment." Since its founding in 1982, the Center has cared for nearly 100,000 wild animals, representing 200 species of native birds, mammals, reptiles, and amphibians. The current annual caseload averages about 3,800 patients.

The Wildlife Center has a professional staff of about 30 individuals who work together in the veterinary, outreach, development, and operations departments. While each of these departments carries out different functions, all staff work closely together as a team to support one another and the Center's overall mission.

Position Description

The Outreach Coordinator plays 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 within the outreach department, the Outreach Coordinator uses the unique experience of a wildlife hospital to educate the public to promote change in the actions of individuals and institutions related to wildlife and the environment, and increase the public's awareness of, interaction with, and support for the Wildlife Center of Virginia. This position reports to the Outreach Supervisor. This is a full-time (40 hours/week), non-exempt position with a Tuesday – Saturday schedule. The Center is looking to fill the position immediately; the position will remain open until the right candidate is hired.

Duties and Responsibilities

- Promote, schedule, and present on-site, off-site, and online 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. Work with the outreach supervisor to fine-tune current programs and explore new audiences and new opportunities to create popular and successful outreach programs.
- Along with other staff members, provide daily care for the animal ambassadors, including husbandry, feeding, enrichment, and monitoring physical health. Using operant conditioning with an emphasis on positive reinforcement principles and voluntary training methods, train the ambassador animals on a variety of behaviors related to husbandry and program use. Maintain records on animals' health and usage. Help train new staff members and volunteers to handle the animals for programs or exhibits.
- Working with the outreach supervisor, expand the Center's strong online presence through creating website content, social media, and email newsletters. Efforts include promoting and sharing Center stories and information with supporters and the general public, including stories about current patients, updates on education animals, and communicating current wildlife issues. Identify, develop, and carry out new online outreach programs and opportunities through the Center's webcam



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network and moderated discussion. Monitor and identify successful online efforts by similar organizations.

- Responsibilities also include invoicing, program, and payment tracking. Maintain database and monthly spreadsheets tracking the number of programs presented and animal use during those programs.
- Assist with training outreach volunteers who help lead on-site programs. Lead outreach orientation sessions. Along with other staff members, manage current outreach volunteers.
- Support the Center's professional training and fundraising events, including the annual *Call of the Wild* rehabilitation conference, Annual Gala & Benefit Auction, and other donor-related events.
- Provide general support to other outreach staff, including interacting with the public, admitting patients, writing patient updates for animal rescuers, and supporting Center special projects.
- Other duties as needed. An evolving position in an evolving department!

Required Qualifications

- Commitment to wildlife, conservation, and the environment
- Professional appearance and demeanor
- Ability to work both independently and collaboratively in a team environment.
- Must be an enthusiastic, efficient, creative, flexible, adaptable self-starter with good time management skills. Should be open to new opportunities and responsibilities.
- 2023-2024 COVID-19 Vaccine
- Must be vaccinated for rabies. If not vaccinated, the Center will cover costs associated with vaccinations.
- Current driver's license with a clean driving record.

Preferred Qualifications

- Bachelor's degree in communications, marketing, environmental education, or a related field preferred but not required. Candidates without a degree will be considered with sufficient experience or additional qualifications.
- Demonstrated experience in effective public speaking.
- Demonstrated strong writing and communication skills.
- Demonstrated ability to identify, develop, and implement new programs.
- Experience with animal handling, husbandry, and operant conditioning using positive reinforcement principles highly desirable.

Salary & Benefits

Compensation is negotiable based on experience and qualifications. Salary range is \$18-19/hour

The Wildlife Center of Virginia offers the following benefits:



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- After the first 90 days of employment, employees receive paid sick leave (accruing at four hours/month), personal time (40 hours a year), and vacation time (starting at 80/hours a year for new employees, which increases with length of employment).
- Eligible for Center's health insurance plan; Center pays half of employee's premium.
- Pension plan, with employer match (up to four percent)
- Continuing education opportunities for professional development.

To Apply:

Please email a cover letter and resume to:

Connor Gillespie
Outreach Supervisor
edu@wildlifecenter.org

No phone calls, please. Center phone lines are best kept open for wildlife emergencies.

The Wildlife Center of Virginia (WCV) is an equal opportunity employer. WCV will not discriminate against applicants or employees on the basis of race, color, religion, national origin, age, sex, pregnancy (including childbirth or related medical condition), disability, genetic information, sexual orientation, gender identity, military status, citizenship, or any other class protected by applicable law. We reserve the right to alter, change, modify, and/or terminate this job posting at any time without notice, or obligation, to any party.