



## THE WILDLIFE CENTER OF VIRGINIA

P.O. BOX 1557 • WAYNESBORO, VIRGINIA 22980 • 540-942-WILD • FAX 540-943-WILD

### **Job Description: Outreach Communications Coordinator**

Directly Supervised by the Director of Outreach

The outreach communications coordinator plays a significant role in 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 communications coordinator will be responsible for sharing stories, with an emphasis on digital communication, by using 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.

### **Responsibilities:**

- Working with the Director of Outreach, expand the Center's strong national online presence through the website, videos, earned media, *Untamed* television series, podcast, webcams, social media, and email newsletters. Efforts include creating and promoting Center stories and information with supporters and the general public, including current wildlife issues and Center patients, ambassadors, and programs. Specifically:
  - Create and produce regular video content for supporters and the general public on a variety of wildlife topics.
  - Assist with production of the Center's television series, *Untamed*, through collaboration on topic ideas, writing treatments, collection of b-roll footage, and assist with on-site filming.
  - Package video and content for media, to promote more earned media on the Center's activities. Assist Director of Outreach with expanding media relations.
  - Record, edit, produce, and promote the Center's new podcast.
  - Identify, develop, and carry out new online outreach programs and opportunities through the Center's webcam network and moderated discussion.
  - Monitor Wildlife Center online activity and traffic; work to market the website and online efforts to a wider audience.
- Assist other outreach staff with presenting outreach programs, tours, 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. Expand Center programs to reach additional non-school audiences and to increase use of technology to deliver information.

- Along with other outreach staff, assist with training, handling, husbandry, feeding, and physical health of the Center's two dozen non-releasable education ambassadors, including turtles, snakes, opossums, and raptors. Maintain records on animals' health, behavior, maintenance, and program participation.
- Assist Center staff with preparation for and staffing of annual three-day wildlife rehabilitation conference as well as the Center's annual gala auction fundraiser.
- Provide general support to other staff, interacting with the public, fundraising efforts, and general support of Center special projects.
- Other duties as needed. Evolving position in an evolving department.

**Salary:** Commensurate with experience and credentials, budgeted to start in the mid- to upper-20K's annually.

**Qualifications:**

- Bachelor's degree required in communications, journalism, mass media, or a related field. Other majors will be considered with sufficient experience or additional qualifications. Must be a passionate storyteller with strong technical skills.
- Demonstrated experience in video/audio editing and production, as well as experience with website maintenance and editing. Proficiency with a variety of multimedia software and/or platforms.
- Demonstrated experience in effective public speaking as well as strong writing and editing skills for print, web, social media, and marketing materials.
- Demonstrated ability to identify, develop, and implement new programs.
- Experience with training and handling animals desirable.
- Experience with graphic design highly 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 email a cover letter, résumé, and examples of produced digital content (videos, podcasts, other online projects), to:

Amanda Nicholson  
Director of Outreach  
[outreach@wildlifecenter.org](mailto:outreach@wildlifecenter.org)

*No phone calls, please.*

The Wildlife Center of Virginia is an equal opportunity employer.