



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 Vice President for Outreach & Education

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 & education department, the communications coordinator is 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 Vice President for Outreach & Education, expand the Center's strong national online presence through the website, videos, programs, 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 assistance with on-site filming.
 - Package video and content for media, to promote more earned media on the Center's activities.
 - Contribute to written website content, including patient stories, news articles, and blog posts. Regularly interact with Center supporters on the website's moderated discussion.
 - Manage the Center's YouTube account, track analytics, and drive engagement. Contribute to content ideas for other social media accounts.
 - Participate in the creation of 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. Work with VP to expand digital programs to reach additional non-school audiences.
 - Monitor Wildlife Center online activity and traffic; work to market the website and online efforts to a wider audience.
- Work with other outreach staff to present both online and in-person outreach programs, tours, and events for various age groups. These programs are interactive, often 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. Along with other outreach staff, specifically:
 - Plan and execute regular online public programming with staff and external guests on a variety of wildlife topics and issues through online broadcasting tools, the Center's webcam network, and moderated discussion. This includes being on camera, leading programs by interviewing guests and sharing information, as well as the back-end production of programs through a live streaming platform.
 - Lead in-person open house tours and other events for Center supporters as needed.
- 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 & Benefits: Commensurate with experience and credentials. Benefits include:

- Eligible for Center's health insurance plan; Center pays half of employee's premium.
- Paid sick and vacation/personal leave after first three months of employment.
- Pension plan and employer match to qualifying full- and part-time employees.

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 graphic design highly desirable.
- Experience with training and handling animals 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.
- Must be vaccinated for COVID and rabies. If not vaccinated, the Center will cover costs associated with vaccinations.

TO APPLY:

Please email a cover letter, résumé, salary expectations, and examples of produced digital content (videos, podcasts, other online projects), to:

Amanda Nicholson
Vice President for Outreach & Education
anicholson@wildlifecenter.org

No phone calls, please.

The Wildlife Center of Virginia is an equal opportunity employer.