



THE WILDLIFE CENTER OF VIRGINIA

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

Job Description: Wildlife Care Academy Coordinator

Directly supervised by the Senior Vice President for Outreach & Education

The Center's Wildlife Care Academy focuses on professional training and provides excellent academic programs in the fields of wildlife rehabilitation, medicine, and conservation education. With more than 30 current courses available, and more than 500 learners, the Academy reaches wildlife professionals around the world. The Wildlife Care Academy coordinator is responsible for design, development, and implementation of professional training that enhances the Wildlife Center of Virginia's mission of teaching the world to care about and care for wildlife and the environment. This position coordinates offering excellent academic programs – online, in-person, and through the *Call of the Wild* conference – that advance knowledge and provide skills training in the fields of wildlife rehabilitation, medicine, and conservation. In addition, the coordinator works closely with other outreach & education team members to contribute to outreach programs and efforts beyond the reach of the Wildlife Care Academy through public programs, website content and other digital communications, and ambassador care and training. The outreach and education department uses the unique experience of a wildlife hospital to encourage changes in behaviors that jeopardize wildlife and the environment and increase the public's awareness of, interaction with, and support for the Wildlife Center of Virginia.

This is a full-time, on-site position, though there is the opportunity for some remote work.

Responsibilities:

Wildlife Care Academy Project Management and Course Development

- Working with the Senior VP for Outreach & Education, identify relevant topics for development of new professional online learning opportunities within the Academy. Identify instructors; work with each instructor to fully develop comprehensive Academy courses and webinars, with a focus on an overall program outline and flow that enhances user learning experiences and engagement. Provide instructional coaching and presentation-design guidance for instructors, set deadlines, track progress, and provide instructor support to complete entire courses.
- Work with course instructors to plan and produce supplemental learning elements, including instructional videos featuring hands-on content, printable guides, and quizzes for new courses.
- Review and modify existing library of courses on a regular basis based on user feedback and evolving best practices.

- Work with the outreach communications coordinator on editing and production of learning components recorded by course instructors.

Wildlife Care Academy Marketing

- Establish and maintain relationships with state, federal, and international wildlife organizations to promote Wildlife Care Academy courses and resources. Market a variety of courses broadly and also to specific audiences for specialized training (e.g. Virginia Department of Transportation (VDOT), animal control agencies, veterinarians, etc.)
- Develop digital marketing materials for the Wildlife Care Academy's various programs, including fliers, ads, email newsletters, and appropriate Facebook content. Develop and update free content on WildlifeAcademy.org, including resources for wildlife professionals on a growing number of topics.

Wildlife Care Academy Administration

- Manage the Academy's online learning management system, Accord. Receive and respond to inquiries and provide user technical support, manage and track user accounts.
- Build and maintain storefront for course enrollment including categories, products, pricing, coupons, sales tracking.
- Attend software trainings and coordinate needs with LMS software team.
- Produce and analyze reports pertaining to users, course registration and completion, and feedback.

Call of the Wild event planning

- Primary responsibility for annual three-day wildlife rehabilitation training conference, *Call of the Wild*, with support from Senior Vice President for Outreach & Education. Collaborate with staff committee on planning, organization, and implementation of all aspects of the *Call of the Wild* Conference, including program planning and schedule, moderator assignments and training, and utilization of virtual conference platform or physical event space.
- Oversee attendee registration, check-in, session attendance, exhibitor registration, and customer service, including registration questions and issues, continuing education (CE) certificates, and feedback.
- Support WCV staff in design, development, and presentation of lectures and workshops for *Call of the Wild*.

Education & Outreach Programming Support

- Contribute to written website content, including patient stories, news articles, and blog posts. Communicate with donors to the Center's *Caring for Critters* program via email. Regularly interact with Center supporters on the website's moderated discussion.
- Assist other outreach staff with planning and execution of 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 may include 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.

- 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.
- Along with other outreach staff, assist with in-person open-house tours and other events for Center supporters. Assist with special donor events and fundraisers, including the Center's annual Gala & Benefit Auction.

Position Requirements

- The ideal applicant should have experience with online learning platforms, with a knowledge and understanding of how to actively engage participants through asynchronous instructional techniques.
- Strong collaboration skills, with the ability to lead and guide team projects, manage deadlines, and facilitate effective teamwork.
- Marketing experience preferred; ability to creatively work toward expanding audiences and opportunities.
- Must be enthusiastic, efficient, creative, flexible, and adaptable with strong time management skills.
- Use of Microsoft Word, PowerPoint, Excel, and other software for design and development of education and training materials and tracking of program statistics.
- Organization, creative problem solving, ability to design and implement new programs and projects independently.
- Demonstrated experience managing projects of all sizes from start to finish, while meeting established deadlines/goals/expectations.
- Strong communication skills, both written and verbal communications. Excellent writing and editing skills for print, web, social media, and marketing materials.
- Wildlife rehabilitation experience and animal handling skills desirable but not required.
- Must have a strong interest in wildlife, the environment, and conservation education.
- Be professional in appearance and demeanor for both workplace and donor interactions.
- Must be fully vaccinated for COVID [both vaccine and boosted when eligible].
- Must be vaccinated for rabies. If not vaccinated, the Center will cover costs associated with vaccinations.
- Current driver's license; clean driving record.

Salary & Benefits: Commensurate with experience and credentials, starting in the upper 30k range.

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.

To Apply:

Please email a cover letter, résumé, and salary expectations to:

Amanda Nicholson

Senior Vice President for Outreach & Education

anicholson@wildlifecenter.org

No phone calls, please.

The Wildlife Center of Virginia is an equal opportunity employer.