



THE WILDLIFE CENTER OF VIRGINIA

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

Wildlife Center of Virginia Outreach & Education Department

The Wildlife Center is currently hiring for two positions within the outreach and education team. The Wildlife Center of Virginia's mission is teaching the world to care about, and care for, wildlife and the environment. The outreach and education department 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.

Since many qualified candidates may have a unique mix of skills and interests, please read the Center's departmental needs below and let us know your areas of interest and qualifications in your application materials. A variety of job responsibilities and structures may be considered, including part-time and full-time. There is the opportunity for some remote work.

Outreach & Education Departmental Needs

Video Content Creation

- Create and produce regular video content on the Center's YouTube channel for supporters and the general public on a variety of wildlife topics. Digital media production may include patient care highlights, educational messaging, and donor-centric fundraising videos for special events.
- Edit and produce the Center's new podcast, CritterCast.
- Produce and package content for the Wildlife Care Academy, the Center's professional online training platform. This includes editing recorded content created by staff instructors and working with other staff to produce engaging learning materials for a variety of audiences.
- Assist with video marketing efforts for the Wildlife Care Academy.
- Assist the Public Affairs Manager with packaging video and content for media, to promote more earned media on the Center's activities.

Skills needed:

- Strong technical skills, including demonstrated experience in video/audio editing and production. Proficiency with a variety of multimedia software and/or platforms including Adobe Creative Cloud Suite.

UNTAMED Co-production

- Along with the Senior Vice President for Outreach & Education, co-produce the Wildlife Center's *Untamed* television series with VPM. This includes identifying topics for each episode, writing full episode treatments, identifying and securing staff and special guest interviews, filming and organizing videos to use in each episode, and working with VPM on the review process. Create supplementary material for each episode in the Wildlife Center's *Untamed* compendium, including videos, stories, resources, graphics, etc.

Skills needed:

- Natural storyteller, ability to craft a compelling story arc to educate the public on wildlife and environmental issues.
- Excellent time management skills, including ability to manage deadlines.

Digital Communications

- Contribute to written website content, including patient stories, news articles, and blog posts. Communicate with donors for the Center's *Caring for Critters* program via email. Regularly interact with Center supporters on the website's moderated discussion.
- Manage the Center's social media platforms, including Facebook, Twitter, Instagram, TikTok, and YouTube accounts. Create content and track analytics for monthly reports and assessments.

Skills needed:

- Strong communication skills, both written and verbal. Strong writing and editing skills for print, web, social media, and marketing materials.
- Demonstrated experience social networking tools for education and outreach.
- HTML coding and basic website design skills desirable.
- Some experience with graphic design desirable.

Wildlife Care Academy Project Management and Course Development

The Wildlife Care Academy focuses on professional training and provides excellent academic programs in the fields of wildlife rehabilitation, medicine, and conservation education.

- Plan and coordinate course content for the Academy's Accord Learning Management System (LMS), prioritizing development of courses that actively engage participants through asynchronous instructional techniques. Conceptualize new courses and design and produce curriculum guidelines and program outlines that will enhance user learning experience and engagement.

- Work with other course instructors to plan and produce learning elements, including instructional videos featuring hands-on content, PowerPoints, printable guides, and quizzes for new courses. Provide instructional coaching and presentation design guidance; set deadlines, track progress, and provide instructor support to complete new content and courses.
- Serve as co-chair for annual wildlife rehabilitation training conference, *Call of the Wild*. Collaborate on planning, delegation, organization, and implementation of all aspects of the *Call of the Wild* Conference as required, including program planning and schedule, moderator assignments and training, and utilization of virtual conference platform or physical event space. Maintain primary responsibility for registration, check-in, session attendance, exhibitors, and responding to questions and messages regarding registration, continuing education (CE) certificates, feedback, etc. Support WCV staff in design, development, and presentation of lectures and workshops for *Call of the Wild*.
- Assist with development and utilization of digital marketing materials for the Wildlife Care Academy's various programs.

Skills needed:

- Technical knowledge and skills regarding online learning systems including synchronous and asynchronous software, techniques, and technologies.
- Use of Microsoft Word, Powerpoint, Excel, and other software for design and development of education and training materials, and tracking of program statistics.
- Ability to lead and guide team projects, manage deadlines, and facilitate effective teamwork.
- Organization, creative problem solving, ability to design and implement new programs and projects independently.

Education & Outreach Programming

- 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. Identify opportunities for new online outreach programs through the Center's webcam network and moderated discussion; work with other staff to reach additional non-school audiences.
- 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, lead in-person open-house tours and other events for Center supporters as needed. Assist with special donor events and fundraisers, including the Center's annual Gala & Benefit Auction.

Skills needed:

- Demonstrated experience in effective public speaking.
- Animal training and handling skills desirable but not required.

Other Duties as Needed

All members of the outreach department provide general support to other staff, interacting with the public, fundraising efforts, and general support of Center special projects. These are both evolving positions in an evolving department.

Position Requirements

The outreach and education department is an ideal environment for those who enjoy variety in their day-to-day work. All ideal candidates for open positions within the outreach department:

- Must be enthusiastic, efficient, creative, flexible, and adaptable with strong time management skills. Actively identify and pursue new avenues of public engagement, and will have opportunities to take ownership of such initiatives and projects.
- Have a strong ability to communicate a message about subject matter in which you are not proficient. Whether distilling an important wildlife issue into a video format, coordinating with a wildlife veterinarian to package an on-demand class about a wildlife medicine topic, or creating a 26-minute-long episode for a television show, the ability to ask questions and shape a conversation is critical.
- A jack-of-all-trades. Full-time outreach team members can juggle multiple tasks and responsibilities on a broad spectrum relating to wildlife and environmental issues.
- Have the ability to work both independently and collaboratively in a team environment.
- Demonstrated experience managing projects (any size) from start to finish, while meeting established deadlines/goals/expectations.
- Must have a strong interest in wildlife, the environment, and conservation education.
- Be professional in appearance and demeanor for both workplace and donor interactions.
- Need strong communication, collaboration, and interpersonal skills.
- 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.

To Apply:

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

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

Please include your areas of interest and qualifications in your cover letter. For those interested in the video content creation, include examples of produced digital content (must include examples of video editing; may also include podcasts, graphics, and other online projects).

No phone calls, please.

The Wildlife Center of Virginia is an equal opportunity employer.