

# Position Profile



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**Communications and Media Director**

May 2024

## The Position

<b>Position Title</b>	Communications and Media Director
<b>Location</b>	Calgary, Alberta
<b>Reports to</b>	Board of Directors
<b>Direct reports</b>	Marketing Coordinators and Volunteers
<b>Weekly time commitment</b>	15-20 hrs, variable

## Specific Responsibilities

Pawsitive Match Rescue Foundation has a working Board of Directors run entirely by volunteers. This role oversees the marketing and online presence for the organization:

- Oversee all aspects of marketing for the organization, including but not limited to:
  - Social Media: Oversee team of volunteers to ensure regular posts are made on current social media platforms including adoptable animals, fundraising initiatives, donation asks, upcoming events, foster requests, volunteer requests. Cover posting when regular volunteers are away.
  - Respond appropriately to messages and post comments on all social media platforms. Moderate comments.
  - Website: ensure website is up to date with current events and information, update graphics as needed (volunteer and foster of the month, adoptable dog and cat of the month)
  - Maintain and order current marketing materials as needed: brochures,

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signage for events, etc.

- o Marketing Campaigns: work with fundraising team to develop donation campaigns (such as Giving Tuesday), volunteer and foster recruitment, adoptable animal advertising.
- Oversee volunteers for the following areas and help when needed:
  - o Adoption Profiles (animal pages on website)
  - o Monthly newsletter (currently using MailChimp)
  - o Adoption updates (Paws Updates)
  - o Photography of animals for website and social media
  - o Graphic design and marketing materials
  - o Online merchandise
  - o Annual Calendar Contest
- Monitor and respond to Google and Facebook reviews.
- Respond to requests from the local media, arrange for interviews when appropriate.
- Develop, implement, and monitor appropriate training for new volunteers.
- Determine recruitment needs & plan for succession of team positions.
- Take over marketing tasks when the applicable Coordinator is unavailable.
- Attend all scheduled board meetings and take on board specific tasks as appropriate.
- Attend to emergency situations, when other volunteers are not available or when it is inappropriate / unsafe to ask general volunteers to attend to a situation.
- In all actions and decisions, act honestly and in good faith with a view to the best interests of the Rescue.

## The Person

### **Qualifications and Experience**

- Familiarity with rescue work is an asset.
- Previous experience in non-profit marketing is highly desired.
- Strong technical skills are required.
- Familiarity with Microsoft Word, Google Workspace.
- Leadership experience outside of Pawsitive Match (volunteer or professional).
- Non-profit governance experience is an asset.
- Conflict resolution, data management, formal leadership, and/or project/program management training are not required but would be assets.

### **Personal Characteristics**

- Community member in good standing.
- Excellent communication skills.
- Ability to check emails and WhatsApp chat daily.
- Motivated self-starter, requiring little to no supervision.
- Excellent judgment, strong decision-making skills, self-awareness and the ability to deal ethically with competing demands.
- Confident in conflict resolution, strong interpersonal skills and skilled at collaborating effectively with a variety of personality types.
- Uses appropriate delegation to create a sense of ownership of higher-level organizational issues and encourages individuals to stretch beyond their current capabilities.
- Sets high goals for personal and organizational accomplishment; using metrics to monitor progress toward goal attainment.
- Uses effective interpersonal style and communication methods to build relationships with stakeholders (i.e., other board members, coordinators, volunteers, community members etc.).
- Demonstrates a willingness to learn and accept constructive criticism from stakeholders.

To apply for this volunteer position, please email your resume to [board@pawsitivematch.org](mailto:board@pawsitivematch.org). If you are not currently a volunteer with Pawsitive Match Rescue Foundation, please also fill out a volunteer application here: <https://pawsitivematch.org/volunteer/>.