



Pawsitive Match Rescue Foundation

PROFILE WRITER

The Role

| | | | |
|-------------------------------|--------------------|-------------------------|-------------------------|
| Location | Remote | Reports To | Communications Director |
| Weekly Time Commitment | 5-10 hrs, variable | Direct Report(s) | N/A |

The Profile Writer plays a key role in helping adoptable animals find their forever homes by crafting engaging and accurate profiles based on information provided by foster homes. This role ensures that each dog and cat's personality, needs, and quirks are effectively communicated to potential adopters while maintaining the rescue's image and expectations. Using notes from the Foster Team, the Profile Writer helps creatively showcase each animal's unique qualities to increase their chances of adoption.

The Responsibilities

- Check the designated email account multiple times per week for new profile submissions.
- Review information provided by foster homes to create compelling and accurate adoption profiles.
- Highlight each animal's personality, behavior, and needs to attract suitable adopters.
- Ensure consistency in tone and formatting across all profiles.
- Collaborate with the Foster Team to update or refine profiles as needed.
- Edit and proofread profiles for clarity, accuracy, and engagement.

The Person

- A community member in good standing.
- Able to work independently and collaboratively in a small team.



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- Organized and proactive in handling tasks.
- Passionate about supporting animal welfare through professional and engaging content.
- Skilled at conveying an animal's personality and needs in a compelling way.
- Strong attention to detail and ability to synthesize information into clear, concise descriptions.
- Passion for animal welfare and helping pets find loving homes.

Experience & Qualifications

- Professional Writing Skills/Experience
- Social Media & Digital Marketing is an asset
- Animal Related Skills - Basic Animal Handling is an asset
- Administrative Skills - Google Workspace