



Community Programs Coordinator Animal Care & Services Department

Department/Division:	Animal Care & Services Department
Reports To:	Animal Services Director
Provides Direction To:	Community Programs Specialist
Exemption Status:	Non-Exempt
Date Revised:	May 6, 2009
Pre-employment Drug Test Required:	No

DEFINITION

Under general supervision, coordinate community-based events and special animal services programs, including adoption promotion, foster care, volunteer services, and rescue placements, working with the veterinary community and other shelters, spay/neuter clinics, and designated parties; develop and maintain community education and community information program and coordinate the volunteer program; and perform other related work as necessary.

DISTINGUISHING CHARACTERISTICS

This position reports to the Animal Services Director. The Community Programs Coordinator performs a broad variety of community education, outreach, fundraising and marketing functions related to animal services programs. This position does not have specialized knowledge of medical treatment procedures or field enforcement practices. However, the position is differentiated from the Administrative Technician by its more specialized knowledge of fundraising, marketing and public relations practices and may provide direction to this position as well as organize or lead the work of volunteers.

ESSENTIAL FUNCTIONS

The duties listed below are examples of the work typically performed by employees in this class. An employee may not be assigned all duties listed and may be assigned duties which are not listed below.

1. Manage, plan and coordinate all aspects of special and community based events and programs, including adoption, foster care, volunteer, rescue placements, veterinary and spay/neuter clinics, and related services.
2. Assist in the development of media and print collateral and educational materials.
3. Coordinate spay/neuter, pre-adoption, and animal placement programs with select non-profit agencies and other organizations.
4. Respond to media and public inquiries regarding the City's Animal Services programs. Write and submit press releases, maintain positive relation with media contacts and provide information on Center events and activities.

ESSENTIAL FUNCTIONS (continued):

5. Keep the rescue community and other shelters apprised of available animals, and implement procedures for effectively transferring these animals into their care.
6. Organize and coordinate the department's volunteer program; recruit volunteers, orient personnel, maintain records, and refer volunteers to various sites and arrange for recognition events. Create policies and procedures for volunteer training, supervision and oversight.
7. Develop marketing and promotional strategies and techniques that will help the shelter sustain a positive community image and promote proper pet care practices, spay and neuter, adoptions and other topics important to the Animal Care & Services Department mission.
8. Organize and lead programs and arrangements for special events; ensure that set-ups, equipment operation, and breakdowns are performed in a satisfactory manner.
9. Provide training and oversight to assigned staff and volunteers at events and programs.
10. Prepare quarterly statistical reports on the various community programs sponsored by the department.
11. Handle administrative details such as telecommunications, responses to public inquiries, and the maintenance of related program correspondence, records and reports.
12. Supervise the Community Programs Specialist.
13. Create and coordinate fundraising programs and events with the Animal Care & Services Department fundraising committees.

EMPLOYMENT STANDARDS

Education and/or Experience

Equivalent to graduation from high school, supplemented by two years of college course work, training, or certification in public relations, marketing, non-profit program administration, or a related field. Three years of experience in a responsible staff capacity interacting with the media and public community groups, agencies, citizens, and volunteer service programs.

License or Certificate

Possession of, or ability to obtain, a valid Class C or Class 3 California Driver's License, and a satisfactory driving record.

Knowledge, Skills, and Abilities

Community relations methods and communications practices; volunteer services and resources; marketing techniques; and public relations techniques. Public education, and community relations involvement techniques; modern office practices, methods and computer equipment; principles and procedures of record keeping; English usage, spelling, grammar and punctuation; basic mathematical principles.

Operate a vehicle observing legal driving practices; operate modern office equipment including computer equipment and software programs; collect, compile, and analyze information and data; prepare and maintain accurate and complete records and files; work independently in the absence of supervision; understand and follow oral and written instructions; respond to requests and inquiries from the general public; establish and maintain effective working relationships with

those contacted in the course of work including a variety of City and other government officials, community groups, and the general public; demonstrate high sensitivity and tact in working with a variety of individuals with different backgrounds, questions, and concerns related to the marketing and presentation of community services programs; interpret, explain, apply and enforce pertinent laws, codes, and regulations pertaining to animal services; understand and carry out oral and written instructions; and communicate clearly and concisely both orally and in writing.

Special Requirements:

Ability to work evenings, holidays, weekends, and on-call status.

Physical Demands

The sensory demands of the job typically require speaking, hearing, touching and seeing. This position requires frequent sitting and standing and occasional walking between work areas. Finger dexterity is needed to access, enter and retrieve data using a computer keyboard, typewriter keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Positions in this classification occasionally lift and carry reports and records that typically weigh less than 20 pounds. Specific vision abilities required by this job include close vision, color vision, and the ability to adjust focus.

WORKING CONDITIONS

The position is occasionally exposed to loud noise above 95 decibels given the barking of dogs and other animal noises within the shelter. The position works outdoors as well as indoors and is subject to variable weather conditions and exposure to potentially infectious diseases or allergies, as well as wetness and moisture.

Revised: May 6, 2009