



Media Outreach Volunteer

Nothing in this position description restricts management's right to assign or reassign duties and responsibilities to this position at any time.

Work Location	Canada, Remotely.
Position Grade	3 ; background check includes Criminal Background and ID Verification.
Purpose of the Position	Increase the Director of Communications' capacity to meet his/her goals by providing assistance and support.
Volunteer Responsibilities	<ul style="list-style-type: none"> • Help draft articles, op-eds and pitches for regional media outlets about animal welfare issues • Reach out (via phone and email) to media outlets, asking/encouraging them to publish animal welfare-related stories • Develop relationships with journalists who cover our issues • Determine if stories have been published by looking online or calling/emailing the media outlet/journalist; compile results in a monthly report • Connect & collaborate with social media influencers to share our content
Level of Difficulty 1=easy/5=demanding (physical, mental, emotional)	<ul style="list-style-type: none"> • Physical difficulty is level 1; work occurs in an office/home office setting • Mental difficulty is level 3; requires computer proficiency and strong communication skills • Emotional difficulty is level 3; volunteer will learn about the issues by watching videos and reading reports, which can be emotionally distressing
Expected Environmental Conditions	Work may be on-site at Canadian office or from the volunteer's own home.
How Often Volunteers Work On-Site	N/A
Orientation/Training	Volunteer will be given an orientation on the organization and trained on the particular aspects of the role including writing, researching journalists and speaking with the media.
Learning Opportunities	<ul style="list-style-type: none"> • Knowledge and experience working with the media • Strengthen communication skills • Learn about animal welfare issues in Canada
Position Start Date	Flexible
Initial Minimum Commitment	1-2 hours per week for three months
Reporting Guidelines	Monday-Friday between the hours of 9 a.m.- 5 p.m. (standard business hours)
Qualifications/Requirements for Volunteer Applicants	<ul style="list-style-type: none"> • Interest in animal protection • Proficiency with Microsoft Office • Detail-oriented • Strong communication skills in English, Fluency in French is a plus • Experience/ Schooling in journalism, marketing or communications preferred

Restrictions	<ul style="list-style-type: none"> • Must be able to learn and follow all guidelines and policies of The HSUS and HSI/Canada, and follow directions given by staff • Must submit the required paperwork and pass a background check before being assigned
Tools/Equipment Provided (Including Personal Protective Equipment)	N/A
Optional Tools/Equipment	Must have access to a personal phone and computer
Supervisor(s)	Christopher Paré, Director of Communications: cpare@hsi.org ; Mary-Paspaliaris, Office & Volunteer Manager: mpaspaliaris@hsi.org ;
Number of Concurrent Volunteer Openings	1 individual volunteer
Additional Information	N/A
Updated	2/1/2017