



## Volunteer Position Description

### #BeCrueltyFree Canada/End Animal Testing Campaign Outreach Liaison

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

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| <b>Work Location</b>   | Across Canada, in whatever local area the volunteer is located.  |
| <b>Position Grade</b>  | <b>3</b> ; background check includes Criminal Background and ID Verification   |
| <b>Purpose of the Position</b>   | Expand our capacity to promote the #BeCrueltyFree/End Animal Testing campaign in K-12 schools, universities, colleges, and other relevant organizations and institutions across Canada.  |
| <b>Volunteer Responsibilities</b>  | <ul style="list-style-type: none"> <li>• Research schools, school boards, universities, colleges, and other relevant organizations and associations, and find the appropriate individuals within those institutions to approach about the #BeCrueltyFree/End Animal Testing campaign.</li> <li>• Under staff guidance, reach out to institutions to ask them to participate in the #BeCrueltyFree Canada campaign as well as the wider end animal testing campaign.</li> <li>• Under staff guidance, research articles on cosmetic animal testing, non-animal alternative tests and cruelty-free cosmetics; celebrities who are using cruelty-free products and have an interest in animal welfare; institutions that are cruelty-free, etc., and prepare social media posts</li> <li>• Develop and assist with new materials and strategies to promote the #BeCrueltyFree/End Animal Testing campaign in Canada</li> <li>• Assist with meetings and presentations for officials and coordinators to promote the #BeCrueltyFree Canada campaign and/or other end animal testing campaign initiatives.</li> </ul> |
| <b>Level of Difficulty</b><br><b>1=easy/5=demanding</b><br>(physical, mental, emotional) | <ul style="list-style-type: none"> <li>• Physical difficulty is level 2; work primarily occurs in a home office setting with some travel to outside appointments</li> <li>• Mental difficulty is level 3; requires computer proficiency, strong communication skills and the ability to work independently</li> <li>• Emotional difficulty is level 4; any contact with the public can result in interactions with people in a heightened emotional state because of their connection with and commitment to animal protection</li> </ul>  |
| <b>Expected Environmental Conditions</b>   | Primarily working from home; occasionally traveling to local schools and other venues for meetings and presentations   |
| <b>How Often Volunteers Work On-site</b>   | Meetings which require travel are likely to occur no more than once per month  |
| <b>Orientation/Training</b>  | Volunteer will be given an orientation on the organization and background information, and will be trained on the particular aspects of the role.  |

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| <b>Learning Opportunities</b> | <ul style="list-style-type: none"> <li>• Develop or strengthen networking, data compilation and outreach skills</li> <li>• Strengthen communication and research skills</li> <li>• Learn about the role of public education in reducing animal cruelty, helping the environment and improving human health</li> <li>• Learn effective approaches to educate the public on the negative impacts of animal testing</li> <li>• Practice organizational and time management skills such as how to prioritize assignments and multi-task</li> </ul> |
| <b>Position Start Date</b>    | Flexible   |

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| <b>Initial Minimum Commitment</b>   | At least three hours per week for three months  |
| <b>Scheduling Guidelines</b>  | Schedule is flexible; meetings and presentations will fall between 9 am-5 pm on weekdays  |
| <b>Qualifications/Requirements for Volunteer Applicants</b>               | <ul style="list-style-type: none"> <li>• Excellent verbal and written skills in English and/or French</li> <li>• Interest in animal protection</li> <li>• Able to work well independently and use good judgment</li> <li>• Proficient in the basic functions of Microsoft Excel, Word, and PowerPoint, Google docs, and online research tools</li> <li>• Some university/college education preferred, ideally having studied in the fields of communications, politics, education, environment/sustainability, ethics, and/or animal welfare</li> </ul>                             |
| <b>Restrictions</b>   | <ul style="list-style-type: none"> <li>• Must be at least 18 years of age</li> <li>• Must have access to a phone</li> <li>• Must have access to a computer with Microsoft Office and/or Google Docs, and access to the Internet</li> <li>• Must have reliable transportation to get to meetings, or access to public transportation</li> <li>• Must be able to learn and follow guidelines and policies of The HSUS and HSI/Canada, and follow directions given by staff</li> <li>• Must pass a background check and submit the required paperwork before being assigned</li> </ul> |
| <b>Tools/Equipment Provided (including Personal Protective Equipment)</b> | n/a   |
| <b>Optional Tools/Equipment</b>   | n/a   |
| <b>Supervisor(s)</b>  | Campaign Manager, Aviva Vetter & Volunteer Manager, Mary-Helen Paspaliaris  |
| <b>Number of Concurrent Volunteer Openings</b>                            | 1   |
| <b>Additional Information</b>   |   |
| <b>Updated</b>  | 26.03.2017  |