



THE HUMANE SOCIETY
OF THE UNITED STATES

Volunteer Position Description

Outreach & Engagement Communications Volunteer

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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| Work Location | 700 Professional Drive, Gaithersburg, MD 20879 |
| Position Grade | 3 ; background check includes Criminal Background and Social Security Number Verification |
| Purpose of the Position | Generate more visibility and opportunities for Outreach & Engagement; follow up with recipients of resources and gain testimonials to help garner increased support for The HSUS in target communities. |
| Volunteer Responsibilities | <ul style="list-style-type: none"> • Research to identify news articles for Writer's Circle to respond to; draft letters-to-the-Editor responses • Perform outreach via computer and phone to churches for Humane Backyard • Confirm participation and follow up on projects (may include securing documentation with photos/story/online testimonial) • Perform outreach to churches and/or media/blogs for St. Francis Day in a Box! • Compile lists of people who have ordered resources for internal use • Assist with email outreach to Rural Development and Outreach media list per press release when needed • Locate editorial/seasonal/liturgical "calendar" media/blog opportunities for our resources/experts to build media visibility |
| Level of Difficulty 1=easy/5=demanding (physical, mental, emotional) | <ul style="list-style-type: none"> • Physical difficulty is level 1; the work occurs in an office setting • Mental difficulty is level 3; requires excellent communication skills and the ability to use good judgment when working independently • Emotional difficulty is level 2; volunteers may be exposed to some emotionally-distressing issues at a minimal level |
| Expected Environmental Conditions | Pet-friendly office environment |
| How Often Volunteers Work On-site | Work is performed on-site and other work situations will be considered on a case-by-case basis. |
| Orientation/Training | Volunteers will be given an orientation and background information on the organization; volunteers will also receive department-specific materials and will be trained on the particular aspects of the role. |
| Learning Opportunities | <ul style="list-style-type: none"> • Learn about Outreach & Engagement's programs and about faith denominations • Strengthen communications and time management skills including how to prioritize assignments and multi-task • Foster an understanding of animal protection issues • Develop or strengthen knowledge of The HSUS and its mission |
| Position Start Date | Flexible |
| Initial Minimum Commitment | At least 10 hours per week for three months; ongoing participation is preferred |
| Scheduling Guidelines | Monday-Friday between the hours of 10 am and 3 pm |

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| Qualifications/Requirements for Volunteer Applicants | <ul style="list-style-type: none"> • Excellent writing skills and phone manner • Computer proficiency and familiarity with social media and Internet research • Able to work well independently and use good judgment • Strong organizational skills and able to work under deadline • Academic and or professional experience in communications, journalism, public relations or a related field strongly preferred |
| Restrictions | <ul style="list-style-type: none"> • Must be at least 18 years of age • Must be able to learn and follow all guidelines and policies of The HSUS and the Outreach & Engagement department 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) | Standard office equipment including a computer and access to the Internet |
| Optional Tools/Equipment | n/a |
| Supervisor(s) | Communications & Campaigns Manager, Outreach & Engagement |
| Number of Concurrent Volunteer Openings | 1 volunteer |
| Additional Information | |
| Updated | 9.8.2014 |