



**PAWSITIVE ALLIANCE**  
14150 NE 20<sup>th</sup> St., F1-233  
Bellevue, WA 98007  
Telephone: (206) 486-4PET

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<b>Position:</b>	Adoption Program and Outreach Coordinator	<b>Salary:</b>	\$22 - \$26 per hour; DOE
<b>Location:</b>	King County Area, Remote	<b>Benefits:</b>	Holiday Pay
<b>FLSA Classification:</b>	Non-exempt, 30 – 35 hrs.		Paid Time Off (PTO) Plan
<b>Reports to:</b>	Executive Director	<b>Supervises:</b>	Volunteers
<b>Application deadline:</b>	Open until filled. Desired start August 2021.		
<b>Please send resume and cover letter to:</b>	<a href="mailto:jobs@pawsitivealliance.org">jobs@pawsitivealliance.org</a>		

Pawsitive Alliance’s mission is to help end the euthanasia of adoptable dogs and cats in Washington State by increasing adoptions, supporting spay and neuter programs, and improving pet retention. The Adoption Program and Outreach Coordinator’s primary focus is engaging with adoption agencies and the community to help homeless shelter pets find loving homes through a wide variety of activities and engaging the community to advance Pawsitive Alliance’s mission.

This position is responsible for running the organization’s Adoption Program, including adoption events and the #WhyNotMePets campaign, and outreach functions, including directing and overseeing the volunteer program, with the goal of strengthening these areas of the organization. The ideal candidate will be a skillful coordinator with a strong skillset in marketing, outreach, and event planning, who is equally passionate about working with cats and dogs, and the diverse communities who care for them, to fulfill our vision of a healthy and happy home for every cat and dog in Washington. Learn more about the organization on our website, [www.pawsitivealliance.org](http://www.pawsitivealliance.org).

## **RESPONSIBILITIES:**

### **Adoption Program Coordination:**

Will serve as the primary lead for the Adoption Program’s activities and strategy, performing coordination and administrative tasks, as well as overseeing data collection and management for evaluation and improvement upon the program’s effectiveness:

- Coordinate multi-agency adoption events throughout Washington State, including logistical planning and deployment involving venue selection, managing adoption agencies’ participation, day-of oversight, volunteer coordination, marketing, data collection, and related administrative tasks.
- Lead and grow our #WhyNotMePets campaign through creative marketing efforts and relationships. Campaign activities include creating and deploying campaign and marketing materials through various media channels, developing relationships and maintaining strong communication and coordination with adoption agencies, photographers, media partners and other related groups and individuals. We would like to see this campaign become more efficient and impactful and are looking for a coordinator with a strong aptitude for creative marketing to showcase the adoptable animals frequently, positively and uniquely.

### **Volunteer Coordination:**

- Consults with leadership to determine organization and program needs for various volunteer services.
- Develop and maintain recruitment efforts, interviewing and screening potential volunteers, training and placement in roles, oversight, and facilitating volunteer appreciation activities.
- Prepare and maintain all documents related to volunteer management, including policies and procedures, job descriptions, and training materials. Maintain confidential and detailed volunteer records including maintaining volunteer data in our tracking software.

### **Communications:**

- Manage day to day content for our key social media platforms, including creating and posting regular and engaging content, and reviewing relevant analytics.
- Build and execute campaigns that drive engagement and growth, on new and existing platforms.

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- Act as key contributor in planning, creating, deploying, and optimizing our monthly e-newsletters and other associated mailings.
  - Work closely with relevant stakeholders and agencies on creating engaging content for our communication channels.
  - Oversee the timely maintenance of the organization's website and ensure that content transparently communicates Pawsitive Alliance's mission, program areas, events and desired impact.
  - Build relationships with and communicate regularly with the media and partners about organizational and programmatic activities and needs.

**Outreach:**

- Develop and expand partnerships with diverse stakeholders, including networking and speaking with individuals, community groups, and businesses to advance the visibility of Pawsitive Alliance.
- Plan, organize, and host outreach events specific to program delivery and education.

**Fundraising:**

- Assist with and participate in fundraising activities and related marketing campaigns.
- Accurately record gift and donor information in the donor database, coordinate and produce gift acknowledgment letters, and engage in regular correspondence as needed with donors and other supporters.

**Operations:**

- Utilize and respond to email, phone, and mail.
- Oversee organizational and event supplies, including storage units.
- Track expenses and manage relevant budgets.
- Develop program objectives, assure they meet goals, pull and send timely reports to the Executive Director.

**IDEAL CANDIDATE QUALIFICATIONS & REQUIREMENTS:**

- Must have experience in shelter and rescue operations; including adoption (preferred), spay and neuter, and/or pet retention efforts.
- Experience in outreach and volunteer coordination.
- 2+ years in an operation and/or administrative role.
- 2+ years of experience with marketing and communications including social media platforms, public relations, graphic design and video editing.
- Experience in program management and evaluation.
- Commitment to cultivating, growing and empowering supporters by building relationships, assessing interests, and connecting them to Pawsitive Alliance's mission and resources.
- Strong verbal and written communication skills, including facilitating and presenting information to individuals and groups.
- Skilled in working with a variety of individuals from diverse backgrounds, bringing excellent interpersonal and relationship building skills.
- Must be a professional self-starter and work independently, with an ability to manage multiple projects at once and prioritize tasks.
- Be a collaborative, positive, and curious team player.
- Ability to thrive in a changing environment and to remain flexible and adaptive.
- Proficient computer skills in CRM/donor databases, social media platforms, Microsoft Office, Adobe Photoshop and Adobe Premiere, Sharepoint and Teams systems, MailChimp, Canva, and WordPress (preferred).
- High degree of ownership – able to proactively identify opportunities and propose solutions, willing to roll up your sleeves and pitch in on a variety of tasks.

**WORK ENVIRONMENT:**

- Remote position, based in King County, Washington, with the need for travel to/from: outreach events, connect with supporters and partners, pick up and deliver supplies, storage units, and post office box.
- Employees must maintain a workspace with a reliable internet connection. Remote environment will require use of virtual communications technology.
- Employees must have a valid driver's license and reliable vehicle.
- Employees will be provided with the necessary equipment and software.
- Flexible schedule with the ability and need to work evenings and weekends as determined by operational needs.
- Physical: position requires lifting supplies and materials, being on one's feet for long-periods of time and working with and around animals and in the elements, with reasonable accommodation for safety and comfort.
- **During the COVID-19 pandemic**, Pawsitive Alliance staff are expected to adhere to social distancing guidelines and advisements. While Pawsitive Alliance has suspended in-person adoption events for 2021, this position may still require in-person attendance for small group meetings and participation in community events as Washington State returns to regular operations. Once safety restrictions are lifted, this position will be involved in regular in-person gatherings.

*Pawsitive Alliance is an equal opportunity employer. This position description reflects the assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned. It in no way states or implies that these are the only duties to be performed by the employee occupying this position. Pawsitive Alliance reserves the right to revise or change job duties and responsibilities as the need arises and as business requires. This document does not create an employment contract implied or otherwise, other than an "at-will" relationship.*