



## WPCAS Communications & Marketing Team

*The Weatherford Parker County Animal Shelter (WPCAS) encourages the involvement of volunteers, at all levels of our agency. Volunteers work in partnership with salaried staff to improve the bonds between humans and animals, increase the number of animals with loving homes, keep the community safe, and offer a municipal service of excellence. Our volunteer family is part of what makes our shelter GREAT!*

### Team Impact

"People don't buy what you do, they buy why you do it" – Simon Sinek. Communications and Marketing is what links the shelter to our community and bridges the gap to reach customers, support and fosters good will to the shelter.

### Key Responsibilities & Roles

Volunteers focus on specific tasks where they have skills, interest, or a willingness to learn

- Work with Team Leaders to create and evaluate the WPCAS marketing strategy and editorial calendar
- Help create marketing assets (photography, video, copywriting, graphic design, etc.)
- Post to social media, following the WPCAS editorial calendar themes
- Update WPCAS website to attract adopters and new volunteers
- Write volunteer newsletter and update emails
- Distribute fliers and other marketing materials throughout the local community

In addition, some members of this team act as Team Leader(s) who update volunteers on changes and help their team coordinate schedules, locate resources, and solve problems.

### Location

This team can work from home; however, photography and video happens onsite  
403 Hickory Lane, Weatherford, TX 76086

### Time Commitment & Length of Appointment

Volunteers serve flexible shifts, set to meet team deadlines and their needs

**Shift days and times vary**

**The minimum time commitment is 16 hours per month.** Because it takes time to learn all that happens at WPCAS, we ask volunteers to commit to **at least 6 months of service**, or one semester for students.

### Skills & Qualifications

Previous marketing or social media experience is helpful.

- Experience with digital marketing tools or social media, or willing to learn
- Willingness to positively represent the WPCAS mission and follow brand guidelines
- Dedicated to providing helpful, upbeat information to the readers and followers



ANIMAL SERVICES

## Weatherford Parker County Animal Shelter (WPCAS) Volunteer Team Position Description

Revised: January 24, 2019

- Complete at least 6 months of service, in another WPCAS volunteer role, with at least
- 16 hours of service per month
- Willing to acknowledge expertise and accept difficult, sometimes unpopular, decisions staff must make.

### Training and Support

Volunteers on this team partner with employees to form action plans to market animals for adoption and advertise for potential volunteers. They may choose to work on only one small part of the overall plan (e.g., take photographs), based on the team needs and their personal skill sets. All team members will receive training on the team's digital tools in use.

For the most part, most volunteers work independently with their team. Also, volunteers will have a **staff point person** they can connect with if they have questions or concerns. We also offer **monthly updates and refresher training** throughout the year. Volunteers are welcome to pursue other **leadership opportunities** at WPCAS after completing their term of commitment.

### Benefits for Volunteers

Volunteering with WPCAS is designed to be a **fun and rewarding experience**. Many volunteers are surprised to find they get as much as they give.

Here are just a few of the **many benefits**:

- Have a positive impact** on the health and wellbeing of animals in need
- Feel good** about giving back to the community
- Meet like-minded people** who want to make a real difference
- Learn more** about how to properly care for and handle animals
- Stay up-to-date** on the many changes that happen in the animal welfare field
- Grow** and hone your customer service skills
- Meet requirements** for student community service hours
- Reduce stress** by working directly with animals in a fun environment

### How to Join in 2 Simple Steps!

- 1) Complete 6 months of service in a beginner volunteer role (e.g., Animal Care Team or Customer Care Team).
- 2) Ask the Animal Shelter Manager or Team Leader what you need to do to apply for the new team.

### Contact Us With Any Questions

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