

CITY OF FORT WAYNE JOB POSTING

Applicants and Employees must meet duties/essential functions and minimum requirements.

Job Vacancy:	Community Relations & Education Specialist – PIO	Department:	Animal Care & Control
Requisition Number:	2022280		
Hours:	8:00 a.m. – 5:00 p.m., may vary	Rate of Pay:	\$61,058.61 - \$63,360.74 Annually
Date Posted Up:	10/12/2022	Date Posted Down:	Until Filled
Time Up:	8:00 a.m.	Time Down:	

SUMMARY

Working under the direction of the Director of Animal Care and Control, incumbent develops and presents educational programs designed to educate the community on the surplus animal population, responsible pet ownership, safety around animals, and other animal related issues. The position is primarily responsible for media contacts and proactive programming for the agency. Produce and edit an internal television show to all area schools, as well as Public Service Announcements and other video production assignments within various television, radio and media markets. Create and maintain the departmental web site, department social media pages and assists with training of staff through available technical and educational resources of the education department. Supervises and oversees the Fund Developer along with promoting, designing, and overseeing all fundraising events for the department. Operate various digital video recording and production equipment and relevant software programs. Supervise and train the Humane Education Assistant; Oversee the Animal Care Teen Program, Read to the Animals nights, spring/summer/fall/ winter break camps (equaling 8+ weeks of camper per calendar year), tours and other education programming. The incumbent is expected to exercise good judgment, independence, initiative, and professional expertise in conducting day-to-day operations. All work duties and activities must be performed in accordance with the City safety rules and operating regulations, policies and procedures as well as federal, state, and local regulations.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the ability to interact with the public, City incumbents, and outside agencies with patience, tact, respect, and professionalism and the following. Other duties may be assigned.

Planning/Implementation

- Develops, implements, and monitors programs to educate the community on the surplus animal population, responsible pet ownership and other animal related issues; observe, research, and evaluate other gaps in the community to increase pet retention and provide or guide citizens to local resources available; perform research and data gathering to assess program and participant success;

Information/Communication

- Acts as a spokesperson for the department for media, visitors, tours, and the general public; coordinate and schedule tours and educational programs with schools, media, and other agencies; establish and maintain good working relationships with the media and public; conduct regular community research to confirm our message is being heard and ensure the agency stays in the limelight; engage social media audiences across traditional and new media platforms;
- Coordinates all department news conferences, news releases, and proclamations;
- Assists and oversees the planning, coordinating, and managing of fundraising events and campaigns benefiting the Department;
- Produces, directs, and edits Public Service Announcements and other public awareness programs; leverage existing media relationships and cultivate new contacts with business and industry media;

maintain media sponsorships for fundraising, program promotions, and community awareness campaigns;

- Prepares and conducts weekly network pet adoption promotions, animal education segments, and adoption promotions through television, radio, and other media outlets; determine, schedule, and prepare script for monthly educational programs on local public broadcast television; ensure topics are new and relevant for the audience and season;
- Creates, develops, and writes curriculum content and other various forms of educational tools for use in presentations / workshops for schools, neighborhood associations, scouting groups, Humane Education Advisory Council, Animal Care Teen, spring/summer/fall/winter break camps, etc.;
- Produce, tape, and edit educational videos for community education and outreach; Create graphics, develop interview questions and storyboards, and sustain and guide creative process in all areas of position;
- Assists the Fund Developer and authorizes articles for a biannual newsletter and various direct mail campaigns;
- Authors and proofs on-hold messages, articles for the Mayor's blog, and articles for the City's neighborhood newsletters each month;
- Oversees the Animal Care Teen program; Schedule, prepare and facilitate orientation, monthly meetings, community service events, and ensure proper documentation of activities and eligibility requirements;
- Oversees and Assists in operating social media accounts to generate interest in adoptable animals, highlight enforcement issues and educate the public about city ordinances and state laws;
- Covers tasks of the Fund Development Manager when needed. That could include running all social media accounts, responding to questions submitted via social media accounts from the public, creating department newsletters, corresponding with donors and sponsoring organizations, and developing marketing materials for the department;

Management/Operations

- Determines what camera equipment is necessary and obtain equipment; transport, set up, and operate various production equipment including cameras, audio and video recorders, lighting equipment, props, digital editing equipment, digital video effects equipment, and microphones for location and studio production; operate and maintain proper levels and calibration of cameras, audio and video recorders, and other production equipment; Collect b-roll footage of department as well as interviews.
- Prepares and submits educational grant requests in a timely fashion; ensure education grants awarded accomplish the approved initiatives along with required compliance and reporting; assist in evaluating the fiscal administration of educational grants awarded and overall financial health of the education fund to determine needed fundraising to meet budget allocations;
- Supervises, trains, and guides the Education Assistant to ensure compliance with divisional and programmatic policies, procedures, daily operations, City Ordinances and State Laws. Review applications for open position within the Education division, select candidates, participate in interviews, and prepare all required paperwork upon determination of hire. Complete the duties of an Education Assistant in the absence of adequate staff to meet established deadlines and requirements.
- Oversees, plans, and implements multiple day camps throughout the year; Schedules, prepares and facilitates activities, training sessions for staff and volunteers, secure guest speakers and develop communication plan with parents. Interview and train volunteers helping with camp; Oversees the Read to the Animals nights, prepare and facilitate the reading programming; Oversees all tours, classroom programs and correspondence with educators to spread awareness of Fort Wayne Animal Care & Control, promoting humane attitudes toward animals
- Operates computers and relevant systems, technology, and software. Communicate effectively both orally and in writing.

MARGINAL FUNCTION

Performs other duties as assigned.

PERFORMANCE EXPECTATIONS

The incumbent is responsible to manage their performance in accordance with this job description and the performance expectations provided to them by management. If at any time the incumbent is unsure of their role or specific responsibilities, it is the incumbent's responsibility to refer to their job description and ask for clarification from their supervisor. Management will work with the incumbent, as needed, to ensure performance expectations are clearly communicated and performance goals are achieved.

SUPERVISORY RESPONSIBILITIES

Incumbent supervises the full-time humane education assistant(s), Fund Development Manager, Seasonal Camp Assistant, Education and Marketing Intern(s) and may have volunteers assigned to assist incumbent with special programs, projects, or fund raising events.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

- Bachelor's Degree (or degree in progress) in Public Relations, Marketing, Education, Journalism, or Communications; training or experience in animal welfare issues preferred;
- Specialized knowledge of the principles and practices of marketing to various age groups on animal welfare issues;
- Knowledge of or the ability to learn the principles of animal control;
- Ability to apply a full range of generally accepted principles of curriculum development to successfully communicate animal welfare issues;
- Ability to type accurately, use a personal computer, and current software and technology;
- Ability to establish and maintain effective working relationships with other staff, educators, media, and the general public;
- Ability to write and speak clearly and concisely to summarize information and communicate data on animal issues; ability to work within strict deadlines and manage multiple priorities;
- Ability to proficiently operate various digital video recording and editing equipment; operate computers and relevant systems and software producing content supporting the agency mission;
- Ability to multi-task and work in collaborative and creative environment;
- Ability to work with technical and non-technical staff to organize and implement videotaping of instructional or other educational related projects;
- Knowledge and ability to apply methods and theories of media communication; knowledge of professional video production procedures, practices, techniques, and terminology and principles of analog and digital video.
- Communicates effectively both orally and in writing.

LANGUAGE SKILLS

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization. Ability to write reports and correspondence. Incumbent has frequent contact with staff members and the public. These contacts involve handling questions and complaints requiring tact and judgment to provide service and carry out policy.

MATHEMATICAL SKILLS

Ability to add, subtracts, multiply, and divides in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations. The individual follows standard procedures and regulations when performing the duties of the position. Incumbent has the opportunity to make choices when carrying out routine assignments and some analysis and judgment is required when assisting the public. Work may be reviewed for quality and completeness at critical phases and upon completion.

CERTIFICATES, LICENSES, REGISTRATIONS

Valid Indiana Driver's License.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee frequently is required to stand, walk, and reach with hands and arms. The employee is occasionally required to stoop, kneel, crouch, or crawl and taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include ability to adjust focus for computer use and document reading.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to fumes or airborne particles on the rare occasions that the clerk may enter an animal ward. The noise level in the work environment is usually moderate.

Applications may be submitted on-line at www.cityoffortwayne.org or using the City of Fort Wayne Human Resources Department computer kiosks located at Citizen's Square, 1st Floor, 200 E. Berry Street, Fort Wayne IN between the hours of 8:00 a.m. – 4:00 p.m. Applicants must be 18 years of age or older. Applicants must be 21 years of age or older to hold a CDL with the City of Fort Wayne. Reasonable accommodations for person with a known disabling condition will be considered in accordance with State and Federal Law.

(Those individuals who accept employment with the City and live outside one of the six contiguous Indiana counties that border Allen County (DeKalb, Whitley, Noble, Huntington, Wells, and Adams) will have six (6) months from their start date to become residents of either Allen County or one of the six counties listed above. Policy and Procedure Number 204 Page: 1 of 1)

Equal Opportunity Employer

All qualified applicants will receive consideration for employment without regards to age, race, color, religion, sex, disability, veteran's status, national origin, genetic information or sexual orientation. Reasonable accommodations for persons with a known disabling condition will be considered in accordance with State and Federal Law.