



JOB DESCRIPTION

Job Title:	Manager of Community Outreach & Volunteer Engagement
Department/Location:	
Reports to:	Director of Operations
Fair Labor Standards Act Status (FLSA):	Exempt, Salary
Employment Status:	Full Time
Revision Date:	October 1, 2017

JOB SUMMARY

This position manages volunteer engagement for Henry Vilas Zoo and Henry Vilas Zoological Society in order to provide good customer service and increase organizational capacity and fundraising impact. This position manages Community Outreach efforts to grow visibility of the Zoo and Society mission and maximize community stakeholder involvement to grow support for the Zoo and Society in the region. This position also manages the Conservation Education Manager.

PRIMARY FUNCTIONS AND RESPONSIBILITIES

The following are the primary/essential functions of the position, but are not all-inclusive.

- Manage volunteer engagement, including volunteer recruitment, orientation, training, coaching, communication, retention, and recognition of all volunteers working on behalf of Henry Vilas Zoo and/or Friends of the Zoo. This includes on-grounds regularly-scheduled volunteers, capacity-building volunteers, episodic event volunteers, and episodic corporate and community-based volunteer teams (Adopt-a-Days).
- Supervise and schedule for all volunteers working within the areas of guest services (Train & Carousel, Face of the Zoo, Henry the Lion mascot, outreach, and events).
- Manage community outreach efforts including strategy, 3rd party fundraising, informational tabling, community presentations, poster, and on-grounds community engagement opportunities.
- Provide management and oversight of the Conservation Education Manager.

SECONDARY FUNCTIONS The following are the secondary functions of the position, but are not all-inclusive.

- Write newsletter articles, volunteer promotional information, Facebook posts, and website content and edit these as well as E-blasts and other stakeholder communications/collateral that relate to volunteerism.
- Maintain a networking presence in the community.
- Work with staff and lead volunteers to develop new volunteer opportunities to address organizational needs.
- Assist staff in facilitating committee involvement as needed/requested.



- Work with staff and lead volunteers as needed to address critical volunteer performance issues.
- Coordinate with Zoo's General Curator to provide volunteer resources to complete Zoo landscaping/gardening/maintenance projects as requested.
- Perform administrative tasks to support volunteer program and general office operations as needed, including: enter volunteer hours, perform volunteer background checks, respond to volunteer prospects, process volunteer paperwork and requests for training, ensure that Face of the Zoo booths are fully stocked, etc.
- Collaborate with Friends of the Zoo and Henry Vilas Zoo staff, board, and volunteers on projects/opportunities as they emerge.

SUPERVISION EXERCISED:

Position Supervises:

- Conservation Education Manager
- Full or part time volunteer services Coordinators
- 140 weekly volunteer positions including on-ground, Outreach, and Event Volunteers

JOB QUALIFICATIONS

Required Knowledge and Competencies:

- Ability to work closely with a wide variety of people and groups internally and in the community.
- Project Management.
- Strong Communication Skills including: public speaking, writing for a variety of internal and external audiences, editing, social media.
- Computer Skills including: Microsoft Office products, Volgistics volunteer database, website content management.
- Ability to multitask and prioritize.
- Knowledge of adult learning principles.
- Mediation skills.

Education and Experience:

- Bachelor's degree.
- Minimum 3-5 years of volunteer management experience.
- 2 years' experience building relationships with a variety of community stakeholders.
- Experience working within diverse communities.

WORKING CONDITIONS

- Ability to work in adverse weather conditions.



PHYSICAL REQUIREMENTS

	NOT REQUIRED	OCCASIONALLY (33%)	FREQUENTLY (66%)	CONTINUOUSLY (100%)
Standing				X
Walking				X
Sitting				X
Lifting		X		
Carrying			X	
Pushing		X		
Pulling		X		
Climbing		X		
Balancing		X		
Stooping		X		
Kneeling		X		
Crawling		X		
Reaching		X		
Handling			X	
Speaking				X
Hearing				X
Seeing				X
Color Vision		X		
Depth Perception		X		

I have read the above position description and acknowledge my understanding of the duties and responsibilities set forth herein.

Employee Name (please print): _____

Employee Signature: _____ Date: _____