



## Manager of Education & Outreach POSITION DESCRIPTION

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**Position:** Manager of Education & Outreach

**Position Type:** Full-time

**Department:** Marketing & Public Relations

**Status:** Permanent

**Reports To:** Director of Marketing & Public Relations

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### POSITION SUMMARY

The Manager of Education and Outreach (MEO) is accountable to research, develop, implement and lead all department activities and personnel related to Regina Humane Society (RHS) education and outreach programs. Responsibilities include researching, designing and presenting educational programs using age appropriate teaching techniques to ensure that all audiences will benefit from RHS programs, which include both online and in-person strategies. The MEO works with community and social services organizations and individuals to educate and support at-risk communities promoting the safety and well-being of animals and their caregivers. As a department manager, responsibilities include project prioritization, creating and presenting engaging content and materials, reporting on progress and meeting established project milestones, including revenue generating targets.

### PRIMARY RESPONSIBILITIES & ACCOUNTABILITIES

#### 1. Education and Outreach Programs and Services

- Participates in the organizational strategic planning process; executes strategic policy development; identifies and mitigates risk; identifies resource and budget requirements; establishes key performance measures; shares information with team members as appropriate; reports on results.
- Researches and develops comprehensive education and outreach programs, curriculum and initiatives to educate community members (i.e. youth, students, community groups, the general public and other stakeholders).
- Researches and implements innovative and progressive approaches and methodologies to educational programming, content, and materials that would appeal to various age groups and audiences.
- Ensures that RHS educational, outreach, and promotional programs are culturally sensitive, inclusive, and applicable to the needs of the intended audience.

## **1. Education and Outreach Programs and Services** *continued*

- Develops outreach programs, both in-house and in coordination with community service organizations, that educate and support at-risk communities relative to the health and safety of companion animals and their human caregivers.
- Personally demonstrates a commitment to the vision, mission and values of the organization including, but not limited to, safely and humanely working with different types of animals with varying needs and temperaments.
- Designs and delivers dynamic presentations in support of the RHS and the welfare of animals in schools, camps, teacher in-services, community programs, and other events.
- Develops digital content for the RHS website, social media, and other platforms in coordination with the RHS Creative Coordinator.
- Participates in media communications (i.e. on-camera; and in print) as required.
- Oversees the production and distribution of all general education and school program materials and content, which reflect RHS branding and philosophy.
- Identifies and utilizes influential communication channels and learning platforms in accordance with stakeholder demographics (i.e. online videos, social media, blogs, webinars, etc.).
- Addresses sensitive issues within the education setting with highest degree of discretion, judgment, empathy, and professionalism.

## **2. Finance and Technology**

- Prepares and manages an annual budget in areas of responsibility.
- Conducts variance analysis and reporting on budget outcomes.
- Identifies and brings forward opportunities to generate new revenue streams and/or cost-savings opportunities for the Organization and implements accordingly.
- Sources funding to support Education and Outreach programs, including developing and submitting funding and grant applications.
- Authorizes payments and expenditures in accordance with policy.

## **3. Human Resources**

- Models and supports a culture of teamwork, care, compassion, integrity, professionalism, and customer service in accordance with the values of the Organization.
- Ensures the appropriate standards of care and client service are adhered to so there is a safe, professional, and friendly environment for staff, animals, clients and visitors, community partners, and volunteers.
- Maintains a working environment that attracts and retains quality people.
- Hires, develops, and manages the performance of direct reports; oversees all human resource processes relating to all positions and employees in areas of responsibility, including training requirements and the job assessment process.
- Provides ongoing communication of relevant organizational information, as well as new or changed policies, processes and procedural requirements; ensures compliance from the staff complement.
- Provides relevant and timely feedback and recognition to employees in area of responsibility.
- Ensures all department personnel provide education and outreach programs and services in a manner consistent with industry best practices and RHS policies and

- philosophies.
- Maintains appropriate staffing levels, time accountability and employee skill sets for program activities, through insightful and predictive scheduling of subordinate personnel.

#### 4. Stakeholder Relations

- Models RHS corporate values and demonstrates support for the mission, vision, and strategic direction of the RHS in all interactions.
- Identifies opportunities to align the business community and other agencies with the programs and initiatives of the RHS.
- Maintains a network of professional educators in the field of animal care and well-being.
- Provides direction, training and oversight to education and outreach programming volunteers and ensures adherence to RHS policies and philosophies.
- Responds to customer complaints and/or assists customer service representatives with difficult customer-related issues; resolves issues in a timely manner and works to ensure outcomes result in customer satisfaction.
- Enhances the Organization's brand through participation in community outreach, fundraising, partnership opportunities, marketing initiatives, and events to promote the RHS.
- Ensures the public receives accurate and credible information about Shelter programs and services.
- Ensures appropriate standards of animal care and customer service are followed by all staff, and that a safe, professional, and friendly environment is provided to customers, visitors, employees, volunteers, partners, and other stakeholders.
- Engages with volunteers, donors, supporters, and advocates of the RHS, as well as community organizations, businesses and other stakeholders.

#### 5. Performs additional responsibilities and required.

## QUALIFICATIONS

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### ***Education***

- A Bachelor's degree in Education or a related field from a recognized learning institution.
- A combination of experience and other relevant education from a recognized learning institution may be considered.
- Knowledge, understanding, and appreciation of the RHS, its role in the community, and animal welfare.
- Knowledge of marketing, visual design, production, and promotion.
- Knowledge of social media platforms and communication channels.

### ***Certifications/Licenses***

- Not applicable.

### ***Experience***

- A minimum of three (3) years of related and successful work in the education and/or outreach field.

## **Experience** *(continued)*

- Demonstrated experience developing and delivering learning modules, lesson plans and content that appeals to a wide-range of diverse audiences and age groups.
- Utilizing a variety of communications channels, including social media.
- Designing interactive and digital content and scripts including video, training modules, educational programming, marketing, and promotional material.
- Delivering dynamic presentations and instructional learning modules.
- Superior writing and editing abilities
- Working in a community-based, not-for-profit organization focused on the well-being of animals is an asset.

## **Skills**

- Communication
  - ~ Skilled communicator both orally and in writing (listens well, is clear and understandable);
  - ~ Verbal communication skills including clear and easily understood delivery of messaging and content in a professional and respectful manner;
  - ~ Strong facilitation and presentation skills, and adaptable to a variety of age groups and audiences;
  - ~ Comfortable on camera, video, and social media;
  - ~ Uses correct grammar and spelling;
  - ~ Ensures documents and related details are recorded and input correctly.
- Business Acumen
  - ~ Develops, plans, and prioritizes;
  - ~ Committed to process improvement and quality outcomes;
  - ~ Measures outcomes and other metrics;
  - ~ Achieves results.
- Self-Motivation
  - ~ Is self-motivated, and can work with minimal direction;
  - ~ Is resourceful, takes initiative, and demonstrates a sound work ethic;
  - ~ Contributes to successful, value-added outcomes.
- Collaborative Team Member
  - ~ Has an inclusive, inviting nature, and seeks input and alternative perspectives from others;
  - ~ Is a supporter of diversity, inclusion, and collaboration, and works effectively with team members to achieve goals.

**Skills** (continued)

- Interpersonal Acumen
  - ~ Is approachable, and can interact with a wide range of individuals, of all ages, with varying needs;
  - ~ Listens well and has a friendly demeanor;
  - ~ Demonstrates empathy, tact, diplomacy, and discretion;
  - ~ Mediates disputes and manages difficult situations and conflict calmly and professionally;
  - ~ Understands underlying behaviors and emotions and responds appropriately.
  
- Relationship Management
  - ~ Establishes and manages a wide-range of business relationships and networks;
  - ~ Is an ambassador for the Organization;
  - ~ Identifies opportunities to promote the Organization to existing and potential stakeholders.
  
- Influence
  - ~ Is a passionate advocate of animal welfare;
  - ~ Uses persuasion, facts, data, and opportunity to influence other's ways of thinking.
  
- Innovation and Creativity
  - ~ Is a creative and innovative thinker when developing and delivering content and learning opportunities;
  - ~ Researches and identifies new opportunities to effectively advance the brand;
  - ~ Committed to improving upon current processes.
  
- Problem-Solving
  - ~ Conceptualizes potential issues and their implications;
  - ~ Has excellent judgement and reasoning;
  - ~ Has the self-confidence to make independent decisions based on information at hand.
  
- Planning and Organization
  - ~ Plans and organizes events, ensuring all details are managed efficiently and effectively;
  - ~ Manages project workflow for all education and outreach initiatives and plans;
  - ~ Identifies resource requirements and support services and materials;
  - ~ Manages creative projects through to completion, and achieves deadlines.

## **Skills** (continued)

- **Adaptability**
  - ~ Capable of multi-tasking under stress-filled and unpredictable situations, and manage multiple priorities;
  - ~ Can manage frequent interruptions with ease;
  - ~ Can pivot quickly and adapt to project changes.
- **Financial Acumen**
  - ~ Forecasts budget requirements;
  - ~ Monitors expenditures and reports on variances.
- **Technology Proficiency**
  - ~ Computer competence using MS Office and other software and systems related to the role (i.e. social media, mobile applications, website content management, video design and production, and other communications channels);
  - ~ Ability to learn internal systems, databases, and other technologies as required.
- **Animal Care and Handling**
  - ~ Demonstrated capability, care, and compassion to safely and humanely work with different types of animals with varying needs and temperaments.

## **Values**

Consistently demonstrates the values of the Regina Humane Society, including:

- **Leadership**
  - ~ Models the Organization's values;
  - ~ Demonstrates initiative and self-motivation;
  - ~ Accomplishes results;
  - ~ Works to contribute and continuously improve upon processes.
- **Professionalism**
  - ~ Acts as an ambassador for the RHS;
  - ~ Maintains confidentiality and privacy of information.
- **Compassion and Care**
  - ~ Committed to RHS's vision and mission for animals and people.
- **Integrity and Honesty**
  - ~ Open and honest in their approach to work;
  - ~ Reliable and trustworthy.

**Values** (continued)

- **Teamwork**
  - ~ Works well and effectively collaborates with colleagues.

**Working Conditions & Effort**

- Attending meetings or events that are outside of normal business hours, on evenings and/or weekends.
- Working with animals of various sizes and temperaments.
- Working at off-site venues resulting in occasional exposure to outdoor conditions.
- Working in a shelter environment with animals that can be noisy, odorous, and physically and emotionally stressful.
  - Public speaking and presenting information face-to-face, phone, or electronic communication.
  - Sitting and standing for extended periods of time.
  - Concentration to perform detailed work that can involve significant attention and thought.
  - Exposure to computer hardware and peripherals.
  - Finger dexterity.
  - Distraction and interruptions.
  - Driving in a variety of traffic conditions in the local community.

**Additional Notes**

- Clear Criminal Record Check and Vulnerable Sector Check.
- Verification of education on file.
- Excellent work attendance and punctuality.
- Satisfactory Driver's Abstract
- Adherence to the RHS Code of Conduct and Ethics, including a signed agreement.
- Adherence to the RHS Confidentiality Agreement, including a signed agreement.

**To apply for this position:**

**Email your cover letter and resume to:**

**Bill Thorn,  
Director of Marketing and Public Relations  
bthorn@reginahumane.ca**

We thank all applicants for their interest, however, only those short-listed will be contacted.