

<b>Job Class Code: 7045</b>	<b>FLSA Status: Non-exempt</b>
<b>Pay Basis: Salary (Annual)</b>	<b>EEO Category:</b>

**GENERAL DESCRIPTION**

The purpose of the job classification (class) is to create and expand the number of special projects and adoption events in the Chesapeake Animal Services. The class is responsible for supervision of clerical staff, increasing the shelter’s presence on social media, engaging in community outreach to provide services and educational programs, developing new programs, and recruiting and supporting volunteers to perform tasks associated with the special projects. The class works within a general outline of work to be performed; develops work methods and sequences under general supervision.

**TYPICAL TASKS**

- Supervises clerical personnel, including training, delegating work, coaching, counseling and development; provides feedback for evaluation process.
- Coordinates and initiates special projects and community outreach events to achieve greater community support and involvement with the shelter to increase live release rate of animals.
- Conducts and/or oversees the internet and social media expansion efforts to increase community engagement and live release rate of animals.
- Provides community education and information through community outreach programs to include programs for schools and outreach to civic leagues and other community groups.
- Assists with, manages, and/or participates in new program development and safe haven programs for sheltering pets of domestic violence victims.
- Recruits volunteers and provides oversight and training for such support personnel. Handles animals in-house and at off-site events.
- Coordinates ancillary and support services and provides administrative support to include assisting the Superintendent with preparation of the annual budget and other correspondence as necessary.
- Coordinates multiple adoption events each year; stand alone or in cooperation with other area shelters, to increase community involvement and live release rate of animals.
- Performs other related duties as assigned.

**GENERAL STANDARDS**

<b>Data Involvement</b>	Gathers, organizes, analyzes, examines, or evaluates data or information and may prescribe action based on such data or information.
<b>Interpersonal/People Involvement</b>	Persuades or influences others in favor of a service, point of view, or course of action; may enforce laws, rules, regulations, or ordinances.
<b>Reasoning Requirements</b>	Performs coordinating work involving guidelines and rules but solves problems constantly.
<b>Mathematical Requirements</b>	Performs addition and subtraction, multiplication and division, and/or calculates ratios, rates and percentages.
<b>Language Requirements</b>	Reads technical instructions, procedures manuals, and charts to solve practical problems; composes routine and specialized reports, forms, and business letters; speaks compound sentences using normal grammar and word form.
<b>Mental Requirements</b>	Performs specialized technical or entry level professional work requiring general understanding of operating policies and procedures and their application to problems not previously encountered; applies specialized technical or professional principles and practices or uses a wide range of administrative methods in the solution of problems; requires normal attention with short periods of concentration for accurate results and occasional exposure to unusual pressure.
<b>Decisions/Supervisory</b>	Guides others, making frequent decisions, affecting the individual, coworkers, and

City of Chesapeake

Class Title: Animal Services Outreach Coordinator

**Control**

others who depend on the service or product.

*Revised 2/19/2019*

**KNOWLEDGE, SKILLS, AND ABILITIES**

<b>Knowledge</b>	Must have extensive background in data manipulation to include Microsoft Office, multimedia and public forums. Knowledge of animal sheltering issues, marketing and public relations. Extensive knowledge of social media.
<b>Skills</b>	Must have highly developed interpersonal skills. Must have creativity in the development of special projects and events. Must have excellent written and verbal skills for dynamic communication with a variety of audiences. Strong computer skills to include Microsoft Office, other data entry programs, and social media development (Facebook, Twitter, Snapchat, etc.)
<b>Abilities</b>	Ability to clearly communicate tasks and goals to staff, volunteers, customers, other agencies, and the media. Ability to make on-the-spot decisions that could affect the well-being of the shelter animals and staff, as well as success of special projects and events. Ability to make rational, informed and sound decisions through evaluation of the positives and negatives of specific situations. Ability to engage and work with the community and the media. Ability to generate senior level briefings and press releases for the promotion of the shelter and animals.

**EDUCATION, EXPERIENCE AND SPECIAL REQUIREMENTS**

<b>Vocational/Educational Requirement</b>	Requires high school diploma or GED and any combination of education and experience equivalent to satisfactory completion of one year of college education with a focus in business, marketing, or non-profit management and fund raising.
<b>Experience</b>	In addition to satisfying the vocational/education standards, this class requires a minimum of three years of related, full-time equivalent experience.
<b>Special Certifications and Licenses</b>	Requires a valid driver's license and driving record in compliance with City Driving Standards.
<b>Special Requirement(s)</b>	Employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies.

**AMERICANS WITH DISABILITIES ACT (ADA) REQUIREMENTS**

The City of Chesapeake is an Equal Opportunity Employer. ADA requires the City to provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are invited to discuss accommodations.

*This is a class specification and not an individualized position description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification, but it is not intended to describe and does not necessarily list the essential functions for a given position in a classification.*