

Cat Marketing Team: Foster Outreach Volunteer Volunteer Position

DESCRIPTION

Did you know that over half of APA!'s cats and kittens are staying in foster homes? That's a lot of cats! The cats at our catteries are easily seen by visitors and passersby... The cats in foster, not so much. That's where Foster Outreach Volunteers come in! In this role, you'll send pre-written marketing pleas asking for photos and descriptions of fosters. This allows us to show them off on the website, where potential adopters can fall in love with them!

The basic function is to ensure that all cats and kittens at Austin Pets Alive! have positive and flattering marketing material online which increases adoption success. This position will interact with cat foster parents to ensure all cats and kittens have submissions.

WORKING RELATIONSHIPS

This position reports to the Cat Marketing Manager.

This position works with APA! cat foster parents and other Cat Marketing Team volunteers.

DUTIES AND RESPONSIBILITIES

- Email assigned cat foster homes to obtain marketing materials
- Answer basic questions and inquiries from foster parents
- Work off a spreadsheet to track and record which cats are in need of marketing materials

REQUIRED QUALIFICATIONS

- Access to email and internet
- Basic communication skills; must be professional and civil in 100% of correspondence to foster families
- Basic spreadsheet skills
- Reliability is a must in this vital position!

EXPECTATIONS

- Must embody APA!'s core values of innovation, respect, drive, resourcefulness, and inclusion
- Commitment to APA!'s customer experience expectations
- Willing and committed to working well with volunteers and staff in all roles
- All volunteers are expected to uphold by APA!'s Core Values when present on grounds and representing APA! publicly.

TIME COMMITMENT

1+ hour per week, depending on the number of cats in foster without marketing materials.

LOCATION

Offsite/Remote Position (telecommuting)

Please note, all volunteer positions are unpaid and do not qualify for employee benefits.