

### Cat Marketing Team: Profile Writer Volunteer Position

#### **DESCRIPTION**

Help our kitties express themselves! Members of our Profile Writing Team construct written descriptions of our cats either by visiting them at adoption sites around Austin, or referencing forms that our fosters and Interview Team members submit. Either way, these volunteers introduce our cats to potential adopters through their writing. They act as kitty matchmakers!

The basic function is to ensure that all cats and kittens at Austin Pets Alive! have positive and flattering biographies online which increases adoption success.

#### **WORKING RELATIONSHIPS**

This position reports to the Cat Marketing Manager.

Volunteer Profile Writers will work with cattery staff and other Cat Marketing Team volunteers.

#### **DUTIES AND RESPONSIBILITIES**

- Use assigned spreadsheets to track and report which cats are in need of profiles.
- Upload cat profiles to appropriate location.
- Write creative, flattering profiles for adoptable APA! cats and kittens

#### **REQUIRED QUALIFICATIONS**

- Amateur or better creative writing skills
- Access to email and internet
- Working knowledge of English grammar

#### **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**

Flexible to suit your schedule. We ask that volunteers commit to the amount of profiles they are able to write per week.

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