

Humane Society of Sonoma County Job Description

Job Title: Public Dog Training Manager **Location:** Santa Rosa
Department: Customer Programs **Hours:** 30 hrs/wk
FLSA Classification: Part-time to full-time, non-exempt **Reports To:**

Summary

This role is responsible for delivering engaging and relevant Public Dog Training opportunities to Humane Society of Sonoma County (HSSC) adopters and community pet owners. The Manager develops, coordinates, monitors and implements on-going enhancements to HSSC's Public Dog Training program, and ensures quality of service for people and animal clients. Develops class schedule, manages class assistants and maintains classroom supplies and equipment. Drives the development of informational handouts and other written materials to promote classes. Assists in the development of media materials promoting program services, to include how-to videos, website and email content, and social media content. Increasing program participation, revenue, and student retention is a key responsibility of this position.

Supervision: This position may supervise classroom volunteers. S/he is also responsible for hiring and/or booking all program Trainers for HSSC classes and workshops.

Duties and Responsibilities

- Maximize program participation, revenue, and student retention through creative and professional program management methods
- Develop quarterly and annual marketing plan with support of Supervisor
- Recruit clients via phone, email, and other marketing tactics
- Develop monthly email blasts and social media content, and other marketing tactics by collaborating with Marketing team
- Proactive in requesting marketing collateral, website, and social media content to promote classes
- Communicate effectively and professionally with Trainers, management and the public at all times
- Provide information to the public about the department's programs in person, via telephone and e-mail
- Participate in community outreach about behavior and training through public classes, community education activities, and special events
- Keep program website content current, with resources easy to navigate
- Actively recruit new trainers to bring new skills and offerings to the program
- Assist as needed in the oversight of the CTA volunteer program
- Communicate training program details and progress to Director of Community and Customer Relations and when appropriate, B&T staff, volunteers, and staff of other departments as appropriate

- Conduct and analyze quality assessments and consumer satisfaction surveys for all public training programs
- Establish and maintain positive contacts with the local comparable departments of other animal welfare organizations, and with training partners in rescues, boarding facilities and veterinarians
- Ensure that all protocols, policies and procedures are implemented and maintained
- Ensure timely and accurate data entry for statistics as well as progress reports
- Communicate effectively and professionally with co-workers, management and the public at all times.
- Attend meetings as scheduled for department input
- May be required to use own vehicle as necessary (mileage reimbursement available for pre-approved business related travel)
- Other duties as assigned.

QUALIFICATIONS

Industry knowledge:

- Strong foundation in canine training curriculum methodology.
- Commitment to staying current with industry trends
- Commitment to ongoing education through observation of classes and consultations
- Knowledge of common behavior problems in dogs, as well as learning theory.
- Demonstrated knowledge of health, care, behavior, training, control and handling of dogs.
- Experienced and comfortable handling dogs of all breeds with behavioral concerns

Interpersonal Skills & Teamwork:

- Must possess excellent verbal and written communication, organizational, people, and guest relations skills. Confidentiality, tact, sensitivity, and professionalism are required.
- Commitment to leveraging each Trainer's strengths to benefit Clients, their animals, and HSSC.
- Serve as an advocate for consultants and Trainers regarding their level of knowledge, recommendations, and proposals
- Openness to enterprising ideas and innovation, able co-create curriculum with Trainer input, always striving to help people and their animals remain together and thrive.
- Solution-oriented and creative in approaches to resolve conflicts.
- Must be comfortable speaking in front of groups
- Equal comfort level of and appreciation for animals and people.
- Strong customer service skills for internal and external teams
- Able to gather information, ask appropriate questions along with the ability to feel and show empathy for others
- Respectful and responsive to Trainer ideas and/or concerns

Technical & Organizational Abilities

- Outstanding organizational and planning abilities, with precise and careful attention to detail.
- Ability to identify trends, math acumen to interpret financial data and manage to budget and revenue goals

- Ability to forecast seasonally and balance Client needs with Trainer availability and curriculum offerings
- Proficiency with MS office software, Event Espresso and WordPress preferred
- Experience and savvy in video and web technologies

Education and Professional Qualifications:

- Two years’ work experience in a supervisory or management position, with budget and accounting responsibilities.
- BA degree in related field or completion of sufficient coursework to successfully perform the required duties of the position, and equivalent of two (2) years of paid progressively responsible related experience or any equivalent combination of education and experience working in the area of development and management of animal training programs.
- Experience working in a shelter setting, CPDT accreditation (or similar), and experience working in training classes as lead trainer or assistant a plus.
- Valid CA Driver’s License and good driving record are required.

Physical Demands and Work Environment

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to interact with animals.
- Must be able to do phone or computer work for blocks of time.
- Must be able to communicate effectively (speak and listen).
- Must be able to lift and move objects and animals up to 50 pounds.
- Must be able to sit; stand, walk, use hands to handle objects/operate keyboards and telephones; reach with hands and arms; talk and hear.
- Specific vision abilities required by the job include close vision, distance vision, depth perception, and the ability to adjust focus.

Work environment: A busy office and working environment with exposure to dogs with unknown temperaments and behavior.

NOTES

Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time and the employee is expected to adhere to all company policies. The above information is representative of the work performed in this position, however it is not all-inclusive. The omission of a specific duty or responsibility does not exclude it from the position if the work is similar or related to the essential duties and responsibilities.

I have read and understand this explanation and job description and am able to perform all duties contained herein.

Employee Name

Manager Name

Signature

Signature

Date

Date