



Humane Society of Sonoma County Job Description

Job Title:	Director of Public Programs	Location:	Santa Rosa/Varies
Department:	Admin	Hours:	40 hrs/week
FLSA Classification:	Full-time, Exempt	Reports To:	Executive Director

SUMMARY

The primary objective of this department, and therefore this position, is to make the Humane Society of Sonoma County a destination for pet owners by elevating awareness of its programs and services on both the local and national levels. This role will manage HSSC's community outreach and public service initiatives, including Humane Education, Animal Assisted Therapy, mobile and campus adoptions, veterinary social work, Pet Food Pantry, pop-up veterinary/vaccine clinics, customer experience strategies, and DEI initiatives. This role may support requests to speak at various special events and meetings to advocate for programs, fundraising and compassion for animals, with a focus on building and maintaining community and internal relationships. Focus on and in support of HSSC's mission, vision, goals and objectives is imperative to the execution of this role.

DUTIES AND RESPONSIBILITIES

- Responsible for demonstrating and training staff in high quality customer service/guest relations, as well as effectively communicating HSSC policies and procedures to staff and the public.
- In partnership with the Communications team, research, schedules, staffs, plans and participates in external events that support HSSC initiatives and showcase programs, services and adoptable animals.
- Schedules and represents HSSC at public speaking engagements.
- Collaborates with the Director of Development and Communications to provide strategic planning support, and marketing and communications input for Community Engagement programs.
- Attends management training and various interdepartmental and organization-wide management meetings.
- Cross trains to provide coverage for HSSC leadership team members as necessary, to participate in critical decision-making regarding staff/guests as needed.
- Researches and develops new programs and partnerships to further HSSC in achieving DEI goals and initiatives, community impact objectives and partnering organizations.
- Continually assesses AAT and other Community Outreach partnerships to enhance their impact; tailor programs and services to the evolving needs of specific community groups, while managing any conflicts or concerns.
- Collaborates with other animal and human welfare organizations to share and maximize resources, while enhancing HSSC's standing as a hub of community support among community leaders and partnering facilities.
- Reviews requests from organizations and develops new programs specifically tailored to population needs; creates program policies, processes and protocols as needed for new programs and services.
- Leverages experience and knowledge to support internal initiatives of other departments and programs.
- Determines best practices for animals in public settings for HSSC's AAT and Community Engagement volunteers; provides ongoing training in best practices to ensure safe, positive and engaging interactions with the public.
- Responsible for obtaining drivers' insurance information, preparing activity reports, and for tracking volunteer hours and preparing timesheets for the program.
- Ensures monthly invoicing of partnering organizations where applicable.
- Actively supports and promotes the mission and goals of HSSC to enhance the organization's standing in the community, strengthen the organization's operations and – most importantly - improve the quality of life for animals.
- Perform other duties as assigned.

DEPARTMENT EXPECTATIONS

- Identifies and evaluates goals and objectives of specific programs as they relate to the HSSC mission and implements program changes as needed.
- Conducts departmental meetings on a regular basis and acts as liaison with other department managers and supervisors in appropriate situations.
- Communicates effectively and professionally with co-workers, management and the public at all times. Promotes positive relationships with the general public, volunteers and staff while promoting the organization's programs, policies and philosophies.
- Attends in-service training, staff and volunteer meetings as needed for position input.
- Participates in various on- and off-site fund-raisers, media events, adoption campaigns, informational booths and demonstrations held by other departments throughout the year.
- Commutes to various locations throughout Sonoma County. May be required to use own vehicle as necessary (reimbursement available for pre-approved business-related travel).
- Multitasker who works efficiently under pressure and remains flexible in a fast-paced work environment.

SUPERVISION

- Manages Public Services staff. Tasks include hiring, orienting, evaluating, training, scheduling, coaching and mentoring staff, including performance reviews and staff recognition, disciplinary action and termination of direct reports.
- Works closely with other departments to share information about programs as needed for grants grant reports and other reporting requirements, as well as to schedule public services staff to support internal needs.
- Supports Community Engagement volunteer recognition efforts.
- Designs and records online training tools, including presentations. Provides in person volunteer training as needed.
- Provides ongoing education and training to the AAT, Community Engagement and public program volunteers regarding the varying abilities and needs of populations served by HSSC so the organization consistently provides high-quality, relevant and appropriate services and programs.

KNOWLEDGE, SKILLS, AND ABILITIES

- Bachelor's degree in Marketing, Non-Profit Management, Sociology, Social Work or related discipline, with a minimum of five (5) years progressively-responsible paid work experience overseeing volunteers, or related experience. Additional equivalent work experience may be substituted in lieu of degree.
- Two (2) years supervisory and/or leadership experience required.
- Understanding of diverse populations and individuals with special needs.
- Experience working with and/or knowledge of companion animals preferred.
- Must have a positive approach and ability to establish good rapport with people and animals.
- Public speaking or training/teaching experience required. Must be comfortable speaking with and presenting to members of the public.
- Strong customer service skills, excellent verbal and written communication, organizational, time management skills and flexibility required.
- Proficiency in Microsoft Office Suite and desktop publishing is required.
- Valid CA Driver's License and good driving record required.
- Willingness to work flexible days and hours, including evening shifts, weekends and/or holidays.

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 and handle animals.
- Ability to walk and/or stand throughout a normal workday.
- Must be able to communicate effectively (speak and listen).
- Must qualify as a company driver.
- Must be able to lift, move, and carry objects and animals up to 50 pounds.
- While performing the duties of this job, the employee is regularly required to sit, stand, walk, use hands to handle objects/operate keyboards and telephones; reach with hands and arms; talk and hear; bend, reach, stoop, kneel, squat, and crawl; climb or balance. Use of arms above the shoulder is sometimes required.
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.
- Allergic conditions, that would be aggravated when handling or working with animals may result in disqualification.
- Must be able to repetitively use hands to operate computers; flex the neck upward and downward; twist the neck and the waist.
- Occasionally will be in situations requiring high stamina, such as training days and special events.

WORK ENVIRONMENT

This position generally works in a standard office environment, with exposure to environmental conditions that include working near and caring for animals. Automobile travel required during workdays as needed to attend offsite events and/or go to the other campuses. Off-site event locations may include hospitals, nursing homes, social service facilities, schools, outdoor venues, etc. There is the potential of exposure to parasites and infectious diseases that can be carried and transmitted by animals.

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