



Position Title: Community Engagement Specialist

Status: Part-Time, hourly

Reports to: Development Director

Date Prepared: 7/23/2026

Position Purpose:

Under the supervision of the Development Director (DD), the Community Engagement Specialist (CES) is responsible for advancing the mission and visibility of Center for Wildlife through strategic community engagement, donor stewardship, marketing initiatives, and resource development. The CES is responsible for supporting and implementing fundraising and communications efforts, including donor cultivation and stewardship, content development, management of digital and print communications, event and project coordination and promotion, and other initiatives that strengthen relationships, increase public awareness, and grow support for CFW's mission and strategic priorities.

Work Schedule: Minimum 32 hours per week, nights and weekends as needed with flex scheduling accommodated.

I. ESSENTIAL POSITION RESPONSIBILITIES

Priority Weight Assigned

Under the supervision of the Development Director, responsible for the following:

A. Center for Wildlife Marketing and Communications:

30%

- a. Manage marketing for all programs, events, and earned income goals (ie: loading calendars, flyers, press releases, social media, e-news, etc)
- b. Manage and update website to keep information relevant, engaging, consistent, and compatible with pc and mobile formats
- c. Manage content and posting schedule for Center for Wildlife's social media and video accounts according to the established social media calendar (content includes: natural history, patient and ambassador highlights, clinic and education program initiatives, donor and business spotlights, staff and volunteer highlights, upcoming events, and funding opportunities)
- d. Ensure Center for Wildlife's messaging and branding is consistent across all media platforms
- e. Research and recommend new strategic opportunities including online webinars, livestream feeds, and membership perks
- f. Work with all staff to highlight and secure in-kind donation needs
- g. Coordinate, research, and provide creative display and material projects and ideas
- h. Provides content and graphics for newsletter, e-news, donor appeals, and campaign materials
- i. Support production and maintenance of CFW messaging tools for All Team including FAQ's, video trainings and staff workshops

B. Development and Event Coordination

30%

- a. Create content and implement marketing and promotion for business sponsorships, memberships, and Special and Signature events, utilizing CFW's established messaging and brand guidelines to ensure monthly goals are met
- b. Provide support to Development Director for all fundraising activities including annual giving,



- endowment, major gifts, legacy gifts, capital campaigns, grants, special projects, fundraising events, social media, and other fundraising solicitations as required
- c. Serve as point of contact for tabling events and partnerships with businesses and other organizations as assigned
 - d. Coordinate and implement content, activities, staffing, and fundraising opportunities for special events throughout the year as assigned
 - e. Maintain and create strategic partnerships and outreach opportunities with nonprofits, businesses and municipalities
 - f. Assist Development Director in engaging staff and board with organization-wide fundraising events and initiatives
 - g. Conduct tours for individual and business prospects
 - h. Ensure all rental spaces and public areas are maintained and ready for viewing and tour ready
 - i. Serve as point of contact for securing clinic and education department in-kind donations including Amazon wishlists, social media and e-news call-outs, and direct asks with businesses

C. Organization Promotion and Materials

20%

- a. Utilizing established messaging, priorities, and branding guidelines, design and implement marketing materials for earned income opportunities and signature events
- b. Engage donors in education and clinic program events and content
- c. Stock front lobby with relevant donor cultivation and membership materials
- d. Support adoption and membership promotion, packaging, and mailings as necessary
- e. Assist Development Director with design and creation of appeals and newsletters including monthly appeals to animal admission constituents
- f. Support ED, DD, and Leadership Team with community engagement via production of infographics, slideshows, and other materials as needed
- g. Support ongoing education and medical clinic PR, and assist with operating, capital and endowment campaigns PR as needed

D. Organization-Wide Support, Duties, and Expectations

10%

- a. Seek out professional development opportunities in order to keep up to date on best practice
- b. Attends meetings and participates on CFW committees as necessary
- c. Support and foster positive work culture
- d. Assists in the adherence to CFW policies and procedures
- e. Assists in the implementation of CFW strategic plan and initiatives
- f. Recommends initiatives and changes to improve quality and services for CFW in areas of responsibility
- g. Identifies and determines cause of roadblocks or issues; presents recommendations for improvement of established processes and practices; initiates and implements plans to solve problems for daily and ongoing tasks
- h. Works with other areas to coordinate workflow and activities to insure a seamless operation



- i. Maintains contact with stakeholders and solicits feedback for improved services
- j. Prepares progress reports, informs supervisor of project status and deviation from goals; prepares activity reports for management guidance
- k. Ensures completeness, accuracy, and timeliness of all operation functions
- l. Remaining up to date with organizational policies, protocols, messaging, and handbook
- m. Maintaining a growth mindset and being active in critical thinking and problem solving processes with coworkers
- n. Establishes rapport with diverse range of staff, interns, volunteers, and constituents
- o. Maintains dignity and self-control in difficult situations
- p. Research and remain current on wildlife natural history, ecology, and CFW statistics and philosophy
- q. Performs regular self-assessment, communicates and verbalizes roadblocks and any impacts to team members and supervisors without prompting
- r. Assists staff in other areas as needed; all other duties as required

II. QUALIFICATIONS

The ideal candidate will have a bachelor's degree, excellent communication and negotiation skills, attention to detail, along with a collaborative and entrepreneurial drive. Experience should include 1-2 years of non-profit development and/or communications work including fundraising events and promotion, website and graphic design, and media management. Work in the environmental field is a plus. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements listed below are representative of the knowledge, skills, and/or ability required:

- a. Experience working in a small/medium sized non-profit organization
- b. Ability to maintain professionalism and positivity in a fast-paced and goal-driven environment
- c. Proven ability to follow instructions and organization policies/ protocols along with desire to prioritize organization's priorities over personal preference
- d. Highly organized with ability to multitask
- e. Ability to work independently and collaboratively
- f. Highly skilled in greeting visitors/members or fielding phone/email inquiries, determining nature of business and directing to appropriate staff person
- g. Able to give accurate and detailed information to all constituencies
- h. Ability to assimilate information, tailoring donor asks and benefits to individual, business, or foundation's interest
- i. In-depth knowledge of typing correspondences, reports and other documents
- j. Proven record of positively engaging callers on the telephone, giving relevant information to callers and routing calls to appropriate individual
- k. Demonstrated ability to schedule appointments and meetings
- l. Adept at compiling and typing statistical reports and charts
- m. Computer: Extremely proficient in Microsoft Office (especially Word, Outlook, and Excel); experience with donor software and record-keeping (specifically Blackbaud Altru is a plus); website (Wix) and graphic design, video and marketing applications such as Canva, Vimeo, Adobe Creative Suite and Constant Contact



- n. Communication: Able to work and converse efficiently with all levels of colleagues, clients and other external contacts; experience working with non-profit volunteers a plus
- o. Basic understanding of Marketing Strategies including brand awareness, mission clarity, assessing ROI of efforts, motivations of target audience, and tailoring content to various demographics
- p. Demonstrated attention to detail
- q. Excellent time management skills and ability to meet deadlines without external prompting
- r. Ability to self assess and communicate roadblocks along with solutions to supervisor and peers
- s. Exceptional interpersonal skills

Employee Name: _____

Employee Signature: _____ **Date:** _____