

Vancouver Humane Society volunteer roles

Advocacy

Campaign support

- Taking specific actions to help move a campaign along
- Able to learn in depth nuances about an advocacy issue easily
- Good phone and writing communication skills

Community leader/amplifier

- Able to learn in depth nuances about an advocacy issue easily
- Comes off as professional, rational
- Can demonstrate active involvement in their community
- Willing to speak to mayor and council, or MLAs
- Willingness to take [Animal Justice Academy](#) an asset

Photography and/or videography

- Ability to travel with car
- Can provide examples of work in a photojournalist style
- Able to learn in depth nuances about an advocacy issue easily
- Willingness to take [WeAnimals masterclass](#) is an asset

Project management

- Able to learn in depth nuances about an advocacy issue easily
- Organize information
- Good communication

Communications (Comms)

Blog content generation

- Interviewing and conversational skills, especially asking and expanding on engaging questions
- Reliability, attention to detail, and ability to follow through on time commitments
- Writing skills with journalism experience an asset
- WordPress experience an asset
- SEO knowledge an asset
 - E.g. Influencer interviews: Identify vegan influencers in various fields (parenting, farming, climbing, dog walking, etc.) Reach out to influencers for initial contact (request interview and photos) and arrange interviews if interested. Develop interview questions. Conduct recorded interviews with influencers. Transcribe interviews for PlantUniversity blog posts and to be developed into social media posts. Collaborate with other PlantUniversity volunteers to send content, photos. Identify good candidates for Instagram Live.
 - E.g. PlantUniversity blogs: Research and write blog posts for PlantUniversity using topics developed by VHS staff. Draft blog posts on the PlantUniversity website once approved. Blog posts can include listicles, seasonal or current topics, drafting up transcribed influencer interviews.

Graphic design

- Can take a vision and execute it in line with brand guidelines

- Communicate efficiently and follow timelines and keep to deadlines
- Can provide sample of work

Letter to the editor/op-ed drafter

- Experience writing news articles
- Can provide sample of work

Marketing

- Copy-writing
- Marketing/communications experience
- knowledge of outdoor/transit advertising
- Graphic design skills an asset
 - E.g. Experience conceptualizing ads for print on large posters: Identify opportunities for “public interest” transit advertising related to VHS causes and programs. Design and present concepts for ads. Provide graphic design for ads (optional).

Media monitoring

- Can track animal protection issues in the media
- Can create a database of journalist contact information who cover animal issues

Online social media communications

- Good written communication/attention to detail
- Diplomacy, attention to detail, and reliability
- Social media experience
- Canva experience
- Interviewing and conversational skills an asset
- Experience with IG live an asset
 - E.g. Influencer posts: Develop (write and design) social media posts based on influencer blog posts for Facebook (boosted) and Instagram.
 - E.g. Social media live interviews: Host Instagram Live conversation with interested influencers from VHS’s account.
 - E.g. Posting on reddit and/or Facebook groups.

Podcast editing

- Can provide example of work

Video editing

- Experience doing Instagram reels
- Can provide example of work

Fundraising

Community relations

- Reaching out to potential event sponsors
- Reaching out to businesses to donate items to silent auction

Donor database

- Attention to detail

- Have used Raiser's Edge in the past

Donor phone calls

- Have empathy for people
- Can follow instructions
- Enjoy talking with donors

General

Accounting support

- Able to review two different files with data and identify errors

Data collection and management

- Proficiency with Excel
- Skilled at Google searches and navigating websites
- Timely and regular communication
- Experience using Google maps as an asset
- WordPress experience as an asset
 - E.g. Updating plant-based business list: Monitor new and missing vegan businesses in Metro Vancouver. Add businesses to Google map and web page list every 1-2 months. Interest in following and sharing vegan businesses.
 - E.g. Compiling email list for plant-based businesses: Find email address for each business on the plant-based shopping and eating guide. Compile emails in an Excel spreadsheet.
 - E.g. Monitoring events: Monitor and flag digital and in-person events where VHS can promote PlantUniversity.

In-person outreach and events

- Able to attend in-person events and represent the organization
- Good communication skills
- Good time management
- Access to a car as an asset
- Solid understanding of VHS programs, services, and campaigns, or a willingness to learn

Volunteer coordinator

- Enjoy talking with people
- Database management skills

Programs

Volunteer driver

- Clean driving record
- Is comfortable working with individuals who are in a state of emotional crisis without judgement

Veterinary knowledge

- Current or former veterinarian or veterinary technician
- Available for ad-hoc phone calls to give generic information about medical conditions

Research

Literature review

- Ability to review journal articles and find other credible sources of key information related to animal welfare issues
- Can summarize key quotes with academic references in succinct manner

Policy and legislation

- Able to identify government bylaws, regulations, and legislation related to animal issues in varied jurisdictions
- Ability to concisely summarize and source research findings

Research articles

- Access to online scientific databases through educational institution
- Knows how to find relevant research articles by following citations or using Boolean technique
- Understand how to look at journal indexes