

Volunteer roles

Advocacy - 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](#) a +

Advocacy - Project management

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

Comms - Blog content generation

- E.g. Influence interviews
 - Responsibilities: 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.
 - Skills: Interviewing; conversational skills, especially asking and expanding on engaging questions; journalism experience an asset; reliability and ability to follow through on time commitments.
- E.g. PlantUniversity blogs
 - Responsibilities: 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.
 - Skills: Writing; attention to detail; WordPress experience; SEO; reliability.

Comms - 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
- Willingness to take [WeAnimals masterclass](#) a +

Comms - Letter to the editor/op-ed drafter

- Experience writing news articles

- Can provide sample of work

Comms - Marketing

- E.g. Experience designing ads for print on large posters
 - Responsibilities: 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).
 - Skills: Marketing/communications experience; knowledge of outdoor/transit advertising; copywriting; graphic design (optional)
 - Working with: Chantelle; Heather if PlantUniversity ads are chosen

Comms - Media monitoring

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

Comms - Online social media communications

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

Comms - 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

Comms - Podcast editing

- Can provide sample of work

Comms - Video editing

- Experience doing Instagram reels
- Can provide example of work

Fundraising - Donor phone calls

- Have empathy for people

- Can follow instructions
- Enjoy talking with donors

Fundraising - Donor database

- Attention to detail
- Have used Raiser's Edge in the past

General - Accounting support

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

General - Data mining

- Proficiency with excel
- Skills at google searches
- Timely and regular communication
- E.g. Updating plant-based business list
 - Responsibilities: Monitor new and missing vegan businesses in Metro Vancouver. Add businesses to Google map and web page list every 1-2 months.
 - Skills: Experience using Google maps an assets; WordPress experience an asset; 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.
 - Skills: No special skills needed. Interest in research/data compilation an asset.
- E.g. Monitoring events
 - Monitor and flag digital and in-person events where VHS can promote PlantUniversity.
 - Skills: Research.

General – 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 judgment

Programs - In-person outreach

- Able to attend in-person events and represent the organization
- Possible access to a car

Programs - Veterinary knowledge

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

Scientific volunteer – 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

Scientific volunteer – Literature review

- Ability to review scientific journal articles and find key information
- Can summarize key quotes with academic references in succinct manner