

**Are you passionate about helping the environment?
Salthaven is looking for volunteers in the London area! Join our team**

Organization: Salthaven Wildlife Rehabilitation & Education Centre

Contact: wildlife@salthaven.org

Address: P.O. Box 601
Mount Brydges, Ontario N0L 1W0

Phone: 519-264-2440

Term: Two years, renewable.

Members are appointed by the Chair contingent on the approval of Brian Salt, Founder and CEO.

**Committee
Name:**

Public Relations & Marketing

Mission:

Salthaven Wildlife Rehabilitation & Education Centre is committed to the care and rehabilitation of sick, injured, orphaned and compromised wildlife. Our goal is to return healthy animals to their natural habitat. Through education, we are dedicated to increasing public awareness about, and respect for, issues affecting Canadian wildlife.

Objective:

By participating in productive and inclusive meetings, this committee's main objective is to:

Increase the public profile of Salthaven. Enhance understanding of environmental stewardship.

Goals:

The above objective will be accomplished by:

1. Develop print, broadcast and social media content that promotes the work of Salthaven.
2. Ensures the timely distribution of information to the public & stakeholders about Salthaven initiatives.
3. Works with the leadership team to develop key messages & communication strategies.
4. Liaises with the public when called upon to promote the work of Salthaven
5. Supports other committees with communication materials.
6. Create graphics for internal and external communications

Committee Members will:

Duties:

- meet regularly to review goals as well as report on individual and small group progress
- actively manage their commitments to this committee
- volunteer for and accept assignments
- stay informed about committee matters
- prepare for meetings by submitting relevant reports 4 days prior to the meeting
- review all documents prior to each meeting
- communicate on issues related to minutes and reports during meetings
- build working relationships with other committee members
- actively participate in annual reviews of the committee objective and goals
- participate in ongoing recruitment for this committee
- ensure regular attendance at committee meetings

Qualifications:

A successful Committee Member should:

- Be dedicated to the well-being of wildlife and environment.
- Inspire creativity and innovative thinking.
- Have experience in committee work, preferably in a non-profit, management, business and/or committee specific setting.
- Demonstrate concepts of fairness, justice, public service, and social values. Have a high level of interpersonal skills.
- Have an ability to problem solve and champion best practices.
- Have a willingness to work effectively with limited resources available to the organization. Possess the ability to propose concrete, impactful, and realistic ideas.
- Have excellent oral and written communication skills
- Exercise sound judgement, discretion, and tact.

Membership:

The Committee will be composed of, but not limited to, individuals from the following categories:

- Public relations & marketing professionals including, copy writers, graphic designers, social media & web writers
- PR students from advanced programs at Fanshawe & Western
- Journalists & retired journalists
- Communication-related professionals e.g. teachers, people from the performing arts.
- Advertising sales people
- Non profit fund developers
- Graphic Designers

Commitment:

Meetings once a month, 1 hour per meeting. Be willing to commit 8-10 hours per month. Meetings are to be a return and report meeting.

Location:

Mount Brydges, ON or Salthaven's UnLondon downtown London office.

Stipend:

None. This is a volunteer position.

To Apply:

Please respond by filling out the application form on salthaven.org and emailing a copy of your resume to wildlife@salthaven.org. Please write ATTENTION Public Relations & Marketing. Thank you for your interest in Salthaven.