



For all creatures great and small.

## **Animal Welfare Campaign Leader Role Description**

### **RSPCA Objectives**

The RSPCA Victoria is an independent, non-government, community based charity providing leadership in the area of Animal Welfare.

The primary objectives of the RSPCA are the prevention of cruelty to animals and animal rehabilitation by:

- Enforcing existing laws and cooperating with the relevant authorities
- Preparing submissions for and advocating improved legislation
- Generating and sustaining public opinion throughout Victoria for responsible attitudes toward animals
- Assisting bodies throughout Australia, and elsewhere, with the prevention of cruelty to animals
- Providing suitable facilities for animal care, recovery and adoption.

### **Role Purpose**

The Animal Welfare Campaign Leader is responsible for promoting RSPCA animal welfare campaigns within their local community through public speaking, running information stalls and organising a team of enthusiastic volunteers. The position reports to the Events & Communications Manager at State Office and will liaise with their local fundraising leader and shelter supervisors to coordinate campaign messages. The role also has access to the Volunteer Resource Office and Media Officer for advice on relevant issues.

### **Commitment**

There are no rostered hours for this role; however, flexibility and long-term commitment are necessary. As a priority, the Animal Welfare Campaign Leader must be able to respond promptly when new campaigns are released.

### **Relevant Skills and Experience**

- Excellent written and oral communication skills: an ability to communicate key RSPCA campaign messages clearly and succinctly to a range of audiences
- Good presentation skills
- Ability to work unsupervised for long periods of time
- Excellent organisation skills
- Ability to train and lead a diverse group of volunteers
- Working knowledge of MS Office packages, email and Internet
- Strong belief in animal welfare principals
- An understanding of any animal welfare issues affecting the local community is also desirable.

## Specific Requirements

- Liaise with Events & Communications Manager for briefings on current campaigns
- Promote RSPCA campaigns through public speaking at schools, community groups, forums, festivals and events
- Distribute campaign materials to members of the public as requested
- Recruit suitable volunteers to assist with campaigns
- Conduct basic training for RSPCA Animal Welfare Campaign Volunteer Team
- Work with the local RSPCA Events and Fundraising Leaders to provide support to any events or fundraising initiatives
- Attend training / briefing sessions as required

## Organisational Relationships

### RSPCA Locally

- Shelter Supervisor
- Shop Supervisor

### RSPCA State Office

- |                 |                             |           |
|-----------------|-----------------------------|-----------|
| • Brooke Disney | Events & Communications Mgr | 9224 2262 |
| • Ray Lord      | Media Officer               | 9224 2237 |
| • Penny Aquino  | Volunteer Resources Manager | 9224 2212 |