



SAVE THEM ALL™

Strut Your Mutt Marketing Outreach Lead Volunteer Position Description

Position Summary

The Strut Your Mutt Volunteer Marketing Outreach Lead will be responsible for promoting the local Strut Your Mutt event to potential participants through grassroots marketing efforts. The goal is to raise awareness and attendance of the event in their local market by promoting the event to as many people as possible and getting them excited to register for Strut Your Mutt. The lead should use creative and resourceful thinking to reach and excite the masses about the event, and include tactics such as outreach to local businesses and organizations that can promote the event to their audiences, tabling at community events, local calendar/community listings, leveraging community influencers, targeting organizations and community groups to form teams, and collateral distribution.

Responsibilities

- Identify and coordinate promotion opportunities with local businesses
- Establish relationships with local influencers who will promote the event
- Outreach to local organizations and community groups to encourage them to participate as teams
- Plan and execute participation in community events, which may fall on evenings and weekends
- Distribute collateral in key locations to reach our target audience
- Manage a group of volunteer event ambassadors
- Stay connected with local event committee to update them on outreach, events, etc.
- Manage local event page on Facebook by posting engaging content to encourage participating and fundraising
- Other duties as assigned

Skills & Experience

- Strong knowledge and familiarity of, and connections within the local market, especially in the neighborhoods and communities around the event's location
- Marketing experience - event and/or grassroots marketing a plus
- Outgoing, dynamic, creative personality with an ability to network with influencers and generate excitement for the event from community businesses and leaders
- Ability to professionally advocate Best Friends' mission and position on issues
- Technology skills: including the ability to research online to find the best opportunities to promote Strut Your Mutt, the ability to use personal phone or ipad device to register participants on site, keep track of data via Google Sheets, and communicate with street team members and volunteer committee through email
- Experience managing a small group of people

- Experience working with volunteers
- Ability to communicate effectively with a variety of people, including communicating progress and results to Best Friends national marketing team
- Self starter, takes initiative, can take something and “run with it” with minimal hand-holding

Requirements

- Must be willing to commit to this position through completion of the event
- Create a Best Friends volunteer profile
- Read and sign the 2019 Strut Your Mutt volunteer agreement
- Read and sign a Non-Disclosure Agreement outlining the requirements of working within a Best Friends email address
- Attend a remote monthly meeting with the National Events team and additional meetings/work session with the local planning team
- Able to work with other volunteers and key staff in a positive, professional manner at all times
- Have regular access to email, be able to monitor and respond to emails daily
- Have strong computer skills which includes experience with One Drive, Outlook, and Excel
- Travel to, and work the duration of, local event location on event date

**To apply, please email your resume
(include volunteer experience and your letter of interest)
to bfolcoord@bestfriends.org by **April 27th.****

Positions available in the following cities:

City	Tentative Event Date
Austin, Texas	Saturday, 9/14
DC Metro area	Saturday, 10/5
Houston, Texas	Saturday, 10/19
Jacksonville, Florida	Saturday, 10/26
Minneapolis/St. Paul, Minnesota	Saturday, 9/28
Phoenix, Arizona	Saturday, 10/19
San Francisco, California	Saturday, 9/7

Additional cities, dates and locations will be announced as they are confirmed.