Centre County PAWS
Publicity Volunteer Opportunities

Publicity Director
Board Appointment Required

- *Ensure publication of PAWS events in the mass media (newspapers, radio, television), social media (Facebook, Twitter), PAWS website, emails to PAWS email distribution lists, and the PAWS newsletter.*
- *Ensure publication of ongoing PAWS programs and activities – rescues, adoptions, spay/neuter, and public education on responsible pet ownership.*
- *Ensure publication of special needs appeals - for example, fundraising for an expensive medical procedure for a PAWS animal - and special adoption promotions.*
- *Oversee PAWS communications with the public so that PAWS is presenting a coordinated, coherent, and effective message across communication platforms.*
- *Cultivate and develop relationships with the local media.*
- *Prepare and submit committee reports for monthly PAWS Board of Director meetings.*
- *Act in an advisory capacity to the Board President and Board of Directors as a whole on issues fundamental to the organization.*
- *Manage the advertising line of the PAWS annual budget in cooperation with the Treasurer and bookkeeper.*
- *Assist in implementing communication-related aspects of the PAWS Strategic Plan. Prepare yearly plans for the Committee.*
- *Engage in relationship building with Volunteer Committees.*
- *Grow the Committee and appropriately utilize volunteer strengths.*

Publicity team volunteer

- *Work in cooperation with the Publicity Director and specific publicity coordinators to promote PAWS in a coordinated, coherent, and effective manner.*
- *Publicity team volunteers ideally possess skills in fields such as publicity, graphic design, photography, event planning, stewardship, and/or marketing.*

Foster Program Publicity Coordinator

- *Work in cooperation with the Publicity Director and Dog and Cat Foster Home Coordinators to promote the PAWS foster home program in a coordinated, coherent, and effective manner.*
- *Work toward expansion and organization of the PAWS foster home program.*

Spay/Neuter Program Publicity Coordinator

- *Work in cooperation with the Publicity Director and Spay and Neuter Program Coordinator to promote PAWS' spay/neuter message in a coordinated, coherent, and effective manner.*
- *Work toward expansion and recognition of the PAWS spay/neuter assistance program in Centre County.*
- *Work in collaboration with other rescue and spay/neuter groups in Centre County.*

Cat Program Publicity Coordinator

- *Work in cooperation with the Publicity Director and Cat Coordinator to promote the PAWS cat program in a coordinated, coherent, and effective manner.*
- *Creatively highlight and promote special needs cats and adoption promotions.*

Dog Program Publicity Coordinator

- *Work in cooperation with the Publicity Director and Dog Coordinator to promote the PAWS dog program in a coordinated, coherent, and effective manner.*
- *Creatively highlight and promote difficult to place dogs like pit bulls, single-pet dogs, black dogs (in cooperation with the Black Dog Club Coordinator).*
- *Promote PAWS adoptions as a great alternative to purchasing from a breeder.*