



**Howloween Dog Walk – Public Event Promotions  
Volunteer Position  
Calgary**

**POSITION DESCRIPTION**

**Who Are We**

Tails of Help is a volunteer-driven registered charity focused on helping Albertans in need. Approved by the Alberta Veterinary Medical Association, we help fund essential veterinary care for ill or injured pets of owners who are experiencing financial hardship. Our goal is to help keep pets healthy and with their loving families.

**Who Do We Help**

We help seniors, disabled, or low income pet owners who own pets that need essential veterinary treatment. We can help care for companion animals of all kinds, from dogs and cats to birds and ferrets.

Tails of Help has the objective to provide assistance to the Alberta pet owner facing financial hardship whose companion animal is ill or injured and requires essential veterinary care. Tails of Help also strives to educate the public on the cost and responsibilities of pet ownership, including disease and injury prevention. The goal is to help reduce the burden on animal shelters, humane societies and social services in the province by keeping pets healthy and with their loving families.

*All Staff and Volunteers are required to maintain a high level of professionalism and act as  
an ambassador for*

*Tails of Help*

*and*

*Have an appreciation and respect for animals, and the values and objectives of*

*Tails of Help*

**Objective of Tails of Help Public Events:**

Tails of Help has a range of events that it organizes or participates in – these include Tails of Help’s Howloween Dog Walk, The Tails of Help Alberta Challenge, Pets in the Park and Petapalooza and the organization also participates in our sponsor’s public and promotional events.

- The objective is to share and promote the work of Tails of Help to the public and the community to increase public participation in the Howloween Dog Walk event (and other public events) resulting in registrations,

pledges, donations, support and sponsorship for the funding of essential veterinary care for pets of low income Albertans.

### **Duties, Responsibilities & Skills:**

- To increase awareness and generate interest and participation in Tails of Help Howloween Dog Walk
- Have strong networks and connections to be able to inform the public and wider community of Tails of Help's Howloween Dog Walk
- Develop and implement a promotional plan using multiple sources for promoting the event ex. personal and professional networks; radio; social media
- To provide the public with details of the dog walk event, what they can expect, how to register, etc.
- Assist in the development and planning of the event
- Assist in the development and creation of event resources
- Assist with the event
- Public relations Ambassador
- Promoting to and educating the public about the work of Tails of help
- Interact with the public and potential participants, providing information and answering questions on our program
- Must be a reliable and dependable team player, and have the ability to work with a diverse group of individuals
- Have an interest in animal welfare, assisting others and working with the public
- Have very good communication and interpersonal skills
- Ability to share detailed information about how the Tails of Help Program works and feel comfortable asking for public support

### **Time Requirements:**

- This is a volunteer position and hours are flexible. The position is based in Calgary.

### **Orientation & Training:**

- Information/orientation sessions include Tails of Help information, purpose and mandate of the organization.
- Monthly event team meetings and regular teleconference calls with the Executive Director
- Support from the organization, Executive Director, committee(s), peers and Board

### **Benefits:**

- Assist Tails of Help to achieve our objectives - keeping pets healthy and with their loving families
- An opportunity to assist in the development and promotion of an event for a growing charitable organization
- An opportunity to develop practical and measurable public relation skills and experience
- An opportunity to meet and interact with new people and participate in an annual public event
- An opportunity to work with and interact with peers, volunteers, public and pet owners.
- Reference letter

### **Screening may include all or some of the following:**

- Application
- Information/Orientation Session
- Interview
- Reference checks
- Successful completion of a Police Check

**Reports to:**

Executive Director, Tails of Help

**TO APPLY:**

To apply, please email your resume and a brief covering letter outlining how you would promote the dog walk event and why you want to volunteer for Tails of Help. Please email your application to [andrew.ewan@tailsofhelp.ca](mailto:andrew.ewan@tailsofhelp.ca) with the position you are applying for in the subject line.

Tails of Help sincerely appreciates your interest in volunteering for our organization, however due to the volume of applications we receive, we are unable to respond to/confirm receipt of applications, or provide the status of openings. Please note that only candidates who are selected to participate in the interview process will be contacted.