



## Director of Outreach

### About SFWC:

The South Florida Wildlife Center (SFWC) is a nonprofit organization dedicated to the rescue, rehabilitation, and release of sick, injured, and orphaned wildlife throughout South Florida. Our mission is to promote wildlife conservation, educate the public, and provide quality care to animals in need. The Director of Outreach will lead and strengthen our outreach efforts, ensuring the public and community volunteers are informed, engaged, and empowered to support our mission.

### Job Overview:

The Director of Outreach oversees and manages all outreach and volunteer programs at the South Florida Wildlife Center (SFWC). This includes coordinating wildlife hospital admissions, leading public education initiatives, managing social media, fostering community engagement, and directing volunteer programs. The role ensures the Outreach department operates efficiently, delivers outstanding service to the public, and advances the Center's mission by promoting conservation education, strengthening community involvement, and supporting organizational growth.

The Director will manage 1 Outreach Supervisor & Volunteer Coordinator, 3 Outreach Specialists, and 1 Wildlife Biologist & Rescue Coordinator providing guidance, mentorship, and strategic direction while working closely with the Executive Director to align departmental goals with organizational priorities.

### Key Responsibilities:

#### ***Leadership & Supervision:***

- Oversee the daily operations of the Outreach department, including supervision of the Outreach Supervisor & Volunteer Coordinator, Outreach Specialists, and Wildlife Biologist & Rescue Coordinator.
- Recruit, hire, train, and mentor staff to strengthen team capacity and skills.
- Develop and implement policies, procedures, and workflows to ensure consistent and compliant operations.
- Conduct performance evaluations, address staff concerns, and initiate disciplinary actions as necessary.
- Identify gaps or inefficiencies in departmental operations and provide recommendations to the Executive Director.
- Coordinate emergency operations and support during declared emergencies (e.g., hurricanes).

#### ***Outreach & Public Engagement:***

- Lead the coordination and facilitation of community outreach programs, wildlife education presentations, and public events.
- Oversee content creation and strategy for social media platforms (Facebook, Instagram, TikTok, LinkedIn, etc.) to engage community, donors, and volunteers.

- Ensure the creation of visually compelling, accurate, and educational content that aligns with organizational goals.
- Represent SFWC at community events, workshops, and meetings to promote wildlife conservation and build community partnerships.
- Coordinate with marketing and development teams to align outreach campaigns with fundraising and educational initiatives.

#### ***Volunteer & Donor Engagement:***

- Manage the volunteer and student programs, including recruitment, training, scheduling, and recognition.
- Maintain accurate records of volunteer hours, activities, and participation in departmental programs.
- Identify gaps or inefficiencies in student and volunteer program and provide recommendations to the Executive Director.

#### ***Patient Intake & Wildlife Oversight:***

- Oversee admissions and rescue operations, ensuring humane handling of animals and compliance with USFWS, FWC, and USDA standards, while providing excellent customer service to wildlife finders and encouraging donations to support the Center's mission.
- Ensure admissions area, and educational areas are maintained to high standards.

#### ***Wildlife Education Ambassador Program:***

- Oversee the collection and care of non-releasable animal ambassadors, including their daily husbandry, medical schedules, and enrichment activities.
- Ensure proper operant conditioning and enrichment programs are implemented to support the animals' physical and mental well-being.
- Maintain AZA standards for the care, handling, and presentation of animal ambassadors.
- Support educational programming by coordinating ambassador animals for outreach events, school programs, and public presentations.

#### ***Administration & Reporting:***

- Maintain accurate records for outreach programs, volunteer activities, social media analytics, and educational events.
- Report departmental metrics, trends, and outcomes to the Executive Director.

#### ***Qualifications:***

- Bachelor's degree in wildlife biology, conservation, environmental education, nonprofit management, or related field.
- Minimum 5 years of experience in outreach, education, or nonprofit program management, with at least 2 years in a supervisory role.
- Strong leadership and team management skills, with experience mentoring staff.
- Excellent communication skills, both written and verbal; adept at public speaking and community engagement.
- Knowledge of social media strategy, content creation, and analytics.

- Passion for wildlife conservation, education, and community service.
- Highly organized, flexible, and able to manage multiple priorities in a fast-paced environment.
- Exotic Animal Handling Experience

**Work Hours**

SFWC operates 365 days per year; as such, staff will be scheduled to work weekends and holidays on a regular or recurring basis. Scheduled hours are typically 8:30 AM to 5:30 PM, with one-hour non-paid lunch, with overtime pre-approved, as necessary.

**Benefits**

This position is salaried, full-time [40 hours per week], bi-weekly accrual for up to 3-weeks of paid time off per fiscal year, holiday pay, and health insurance coverage including medical, dental, and vision.

**To Apply**

Please email a cover letter and resume to Carolina Montano, Interim Executive Director at [csegarra@southfloridawildlifecenter.org](mailto:csegarra@southfloridawildlifecenter.org).