
Cat Marketing Team: Craigslist Poster Volunteer Position

DESCRIPTION

Posting to Craigslist might be the easiest way to make a big difference for the cats! Craigslist refers a large number adopters to the APA! website, so it's a very successful tool in finding forever homes for our kitties. Also, many adopters will visit a specific cattery to meet a single cat that they saw a listing for.

The basic function is to ensure that all cats and kittens at Austin Pets Alive! Receive great marketing exposure, through Craigslist, which increases adoption success.

WORKING RELATIONSHIPS

This position reports to the Cat Marketing Manager.

This positions works with other Cat Marketing Team volunteers.

DUTIES AND RESPONSIBILITIES

- Use assigned spreadsheets to track and report which cats are in need of Craigslist posts.
- Post specific cats and cat events or promotions to Craigslist per schedule
- Track and record posts via an online shared spreadsheet
- Resolve any Craigslist post errors or issues

REQUIRED QUALIFICATIONS

- Access to email and internet
- Basic working knowledge of English grammar to construct professional looking posts

EXPECTATIONS

- Must embody APA!'s core values of innovation, respect, drive, resourcefulness, and inclusion
- Commitment to APA!'s customer experience expectations
- Willing and committed to working well with volunteers and staff in all roles
- All volunteers are expected to uphold by APA!'s Core Values when present on grounds and representing APA! publicly.

TIME COMMITMENT

Flexible. This position is requested to commit to a number of postings per week, and a set day of the week to manage workflow. Each post will take less than 10 minutes.

LOCATION

Offsite/Remote Position (telecommuting)

Please note, all volunteer positions are unpaid and do not qualify for employee benefits.