



## The Donkey Sanctuary of Canada Job Description

Title: Donkey Welfare and Education Manager

Reports to: Executive Director

Hours: 40 hours/week

### Position Requirements:

The Donkey Sanctuary of Canada (DSC) is seeking a driven and compassionate person to maintain the DSC's gold standard of donkey care & welfare, and to educate those involved with donkeys in support of DSC's mission of animal welfare education. The Donkey Welfare and Education Manager will oversee the development, management and execution of strategic outreach and education activities that drive the animal welfare education objectives of The Sanctuary. Candidates for this position should have the following experience and skills and the ability to grow within the role, shaping it according to the organization's mission and Board directives:

- A general understanding of equine biology and behaviour; donkey knowledge is an asset
- Handling and training of equid; donkey experience an asset
- Knowledge of educational processes from planning to execution and detailed critical paths
- Management of people and processes: development of guidelines and situational leadership
- Comfort and ease with presenting, workshop development, public speaking
- Passion for animal welfare, and donkey welfare specifically

### Responsibilities:

35% Program planning and development

- In coordination with ED, develop and execute DSC's 3-year animal welfare education strategy and annual plans
- In coordination with ED and input from the Marketing & Communications Manager and animal care team, develop educational material for newsletters, digital platforms (website, social media, Youtube) donkey owners, equine industry partners, and related communications to volunteers, donors and general public
- Provide input to Marketing and Communications Manager in the delivery of donkey welfare messaging

30% Education & Outreach

- Engage with existing educational partners, network to develop new partnerships in the equine and animal welfare industry to share best donkey care practices
- Identify, network and communicate with external stakeholders to maintain the DSC's gold standard of knowledge in donkey welfare practices

- Identify venues and targets for DSC to present, workshop and demonstrate donkey welfare and training practices; prepare presentations and workshop material as necessary

15% Donkey training and care

- Support animal care staff with volunteer orientation and training material and workshops
- Assist animal care staff with donkey care training of internal stakeholders
- Assist Trainer and Animal Care Coordinator in developing and executing animal training plans

10% Fund Development, Public Relations

- Support Fund Development, Public Relations, and Foster Farm activities
- Write funding/grant applications and funding reports to granting agencies who support educational program

10% Administration

- Participate in up 2 Committees, bi-weekly All- staff meetings, bi-weekly Management meetings, and special meetings as required
- Provide input regarding barn operations, educational open days, group visits, worker health and safety, and other activities that affect the care of DSC animals
- Develop and communicate animal welfare educational processes and protocols, critical paths, and relationship management information

### **Responsibilities of all Donkey Sanctuary Employees**

- To work within the DSC's guidelines with regard to conduct, recognizing its policies with regard to equality, and showing respect and cooperation towards fellow colleagues
- Under Health & Safety legislation, all staff must work in the safest possible way in order to ensure their health and safety and that of all others who may be affected by their actions
- To demonstrate a commitment to continuing personal development
- To cooperate with management and colleagues to promote good communications through sharing appropriate information and building positive working relationships

### **Communication Links**

Internal:

- Manager, Marketing and Communications – exchange of information
- Animal Care team – exchange of information
- Other DSC staff and volunteers – communication of information as required

External:

- Donkey/mule/hinny owners – expert, guidance, exchange of information
- Equine industry non-profits and leaders – student/expert (situational), exchange of information
- General public – when responding to queries and/or representing the DSC off-site

### **Hours**

Full-time, 40 hours per week. Monday to Friday office hours, working outside of these hours to fulfill the requirements of the job (conferences, symposiums, farm visits, etc.)

## **Location**

Planning will be performed at the DSC main farm with execution of plan in various locations. There may be occasions when the job holder may work from home and/or be requested to work at another location considered reasonable by the DSC.

## **Working Conditions/Environment**

- Must be comfortable working outdoors in a variety of conditions to fulfill job requirements
- Must be comfortable taking a leadership role with internal and external contacts, situationally

## **Education**

Essential:

- College Diploma
- Courses in equine management/animal welfare/donkey care

Desirable:

- University Degree in equine management/biology or similar
- Experience handling and training donkeys, mules and/or hinnies

## **Knowledge and Skills**

- Keen interest in animal welfare issues
- Believes in continual education and seeks learning opportunities
- Strong presentation, speaking and writing skills are essential; maintaining consistency in brand and message
- Ability to work with large animals and comfortable with handling, training, haltering, leading, grooming and administering medications
- Excellent interpersonal skills
- Strong leadership, time management and organizational skills
- Creative approach to programming and problem solving
- Ability to work in a team environment
- Computer literate with knowledge of Microsoft Office, email, internet
- Valid driver's licence and transportation to and from the farm
- First Aid/CPR certification considered an asset
- Animal/equine first aid/CPR considered an asset

Key Documents (for education purposes and more):

- Vision, mission, and beliefs
- Strategic Plan
- Education Strategy and annual plan
- Employee Handbook (sign off having read and agreed to the principles within)
- Digital platforms, recent newsletters, marketing material
- Board policies and bylaws

Interested applicants should apply directly to Lesley Bayne [lesley@thedonkeysanctuary.ca](mailto:lesley@thedonkeysanctuary.ca) with a covering letter and resume. Applicants will be reviewed as submitted until a suitable candidate has been chosen. Please note: Only those applicants chosen for an interview will be contacted.