1. PURPOSE OF THE JOB:

- Produce and gather engaging content (e.g. copy, photographs and video) for a range of Guide Dogs media, marketing and fundraising projects (such as the Puppy Sponsorship program and Guide Dog Partner program) and Guide Dog Centre initiatives (including Puppy Central).
- Adhere to Guide Dogs’ high standard of care for dogs and puppies at all times, including feeding, watering and toileting.
- Act as liaison between the Growth Department (Fundraising, Marketing and Planned Giving) and Guide Dogs Centre staff, enabling effective and timely communication and administration between the two areas.
- Manage marketing and fundraising resources, photo library and databases, as required.

2. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

Content

- Produce and gather engaging content for a range of Guide Dogs media, marketing and fundraising projects. This could involve:
  - Photographing and videoing puppies and dogs-in-training.
  - Interviewing Guide Dogs staff, clients and volunteers.
  - Liaising with Guide Dogs Centre staff to gather information and updates about puppies and dogs-in-training for fundraising and marketing opportunities.
- Liaising with Growth Department staff to manage multiple requests and deadlines.
- Travelling to different parts of Sydney and on occasion, elsewhere within NSW and the ACT, to collect dogs and puppies as well as gather information and photos.
- Actively identifying stories that have media, fundraising or marketing value.

**Care and Supervision of Dogs and Puppies**

- Feed, water and toilet dogs and puppies as required
- Dog handling
- Transport dogs and puppies as required
- Liaise with staff as to specific requirements for individual dogs.

**Administration**

- Work with key Growth Department and Guide Dogs Centre staff to develop and administer systems and processes for booking dogs/puppies, staff and volunteers (e.g. puppy raisers) for events and supporter visits.
- Manage a central photo library that archives, organises and tags our catalogue of photos, stories and videos.
- Maintain an up-to-date calendar of events (including media opportunities, community events, corporate visits etc) and communicate these requirements with puppy raisers.

**Special Projects and Events**

- Coordinate special projects with the aim of securing engaging content for direct mail; mainstream, digital and social media platforms and individual supporter communications (including video blogs of clients; an Instagram photo journey of Guide Dog puppies; and information for fundraising opportunities)
- Represent Guide Dogs NSW/ACT and Guide Dogs Australia at various fundraising and PR events and assist with the coordination of such events. This may include:
  - Booking and rostering staff, volunteers and puppies/dogs.
  - Transporting puppies and dogs.
  - Assisting with the coordination and sale of merchandise.
  - General event bump in and bump out activities.
  - Recording events through photographs, video or live-streaming.
- Actively participate in and contribute to an ongoing process of department meetings, team meetings, general staff meetings and professional development strategies.
WH&S Responsibilities

- Follow Guide Dogs NSW/ACT WH&S policy, procedures and rules, and follow safe work practices.
- Report any hazards and incidents as soon as possible, whether or not someone was injured.
- Participate in WH&S consultation meetings to discuss workplace safety in the department.
- Assist in the return to work process for yourself or any work colleagues following injury.
- Participate in WH&S activities such as training, inspections, investigations, evacuation drills, WH&S meetings and risk assessments as required.
- Do not misuse or interfere with anything which is provided in the interests of workplace health and safety.

3. OTHER DUTIES & RESPONSIBILITIES:

- Other related duties as required.
- Participate in personal development opportunities.
- Keep informed on company procedures and policies.
- Conduct all activities in a manner consistent with the Workplace Behaviour Policy.

4. SUPERVISORY RESPONSIBILITIES:

- Not applicable.

5. KNOWLEDGE & SKILLS:

   Essential

- Qualifications in communications, journalism, photography, video production or similar.
- Excellent verbal communication and interpersonal skills with the ability to work with multiple internal and external stakeholders.
- Skills and experience in photography and video production.
- Administrative skills including attention to detail and the ability to manage conflicting deadlines.
- Strong written communication and creative writing skills.
• Enthusiasm, creativity and the ability to demonstrate a high level of initiative, while still being able to work under direction.
• A current driver’s licence as recognised in the state of NSW in order to transport dogs.
• Ability and willingness to handle dogs of all ages and at various levels of training; and ability to demonstrate effective leadership and control over dogs.
• A mature and professional approach and presentation.
• Ability to manage the physical demands and inherent requirements of the job and complete the tasks and duties as stated.

Desirable
• Strong project management skills in managing processes and procedures.
• Computer literacy and Microsoft Office skills; experience with CRM or databases.
• Experience with Adobe Creative Suite, or other photo editing and video editing software.

6. PHYSICAL DEMANDS OF THE ROLE:

Moderate level of activity (60% or more of time spent performing these activities)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>Existing controls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer work including extensive fine motor skills work. Marking up</td>
<td>Sustain a sitting posture, static arm, neck, shoulder and back posture and</td>
<td>Ergonomic office set up. Breaks as required. Computer screen provided with</td>
</tr>
<tr>
<td>edits from paperwork to the computer screen.</td>
<td>hand, wrist and finger fine motor skills. Considerable amount of eye</td>
<td>capacity to control brightness and contrast in order to reduce glare.</td>
</tr>
<tr>
<td></td>
<td>movement back and forth between paperwork and the computer for long periods</td>
<td></td>
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<tr>
<td></td>
<td>of time. Tasks are absorbing and can take a long time without the user</td>
<td></td>
</tr>
<tr>
<td></td>
<td>realising.</td>
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<tr>
<td>Driving in metropolitan Sydney and regional New South Wales for long</td>
<td>Sustain a dynamic sitting posture while driving for up to four hours, taking a</td>
<td>Vehicles comply with safety and ergonomic guidelines. Safe driving policy with</td>
</tr>
<tr>
<td>distances and for extended periods of time.</td>
<td>break every two hours.</td>
<td>scheduled breaks as required.</td>
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</tbody>
</table>
Deal with individuals who may make unreasonable demands for service.  

Capacity to maintain a high level of customer service and potentially manage conflict or emotional distress when dealing with difficult customers.  

Manager support. If required, customer service training can be provided.

| Moderate level of activity (40% of time spent performing these activities) |
|---|---|---|
| **Activity** | **Description** | **Existing controls** |
| Periodical temporary charge of a dog that requires handling and toileting. | At times, unpredictable pulling on the lead requiring exerting and restraining force with the leading hand and arm. Can also involve bending, kneeling and squatting. | Dog handling skills training provided. Dog temperament matched to staff skill level. |
| Actively participate in the setting up and running of media and event activities. May include long hours outdoors to complete the tasks and duties. | Requires lifting, pushing, pulling, twisting, stretching, bending, kneeling, squatting, gripping and releasing on a repetitive basis. Requires dynamic standing and adequate pelvic stability and trunk strength. Requires adequate hand, wrist and finger motor skills. Exposure to climate elements. | Trolley and lifting devices provided as required. Appropriate food, water and sun shelter. |

7. **WORKING CONDITIONS & ENVIRONMENT**

- Open office floor plan, surrounded by your team and manager (along with other departments within Guide Dogs).
- Expansive lawn and grounds onsite.
- Depending on projects, this position will be based across two locations: Guide Dogs Head Office (Chatswood) and Guide Dogs' breeding and training centre (Glossodia).
- Frequent driving to various locations is expected.
- Extensive contact with dogs.
- Professional environment.
<table>
<thead>
<tr>
<th>Date Commenced Employment:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Employee's Signature:</td>
<td>Date:</td>
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<tr>
<td>Print Name:</td>
<td></td>
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<tr>
<td>Manager's Signature:</td>
<td>Date:</td>
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<tr>
<td>Print Name:</td>
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