



Position Title: Mutt Correspondent
Classification: Full-time Exempt
Date: December 2024

About Muttville:

Muttville is a pioneering non-profit dedicated to rescuing senior dogs, the most vulnerable in the shelter system. As California's first animal welfare organization focused on older dogs, we've transformed perceptions through education and outreach, making senior dogs highly sought after as loving companions. Since 2007, we've rescued over 12,000 dogs, creating a lasting impact every day.

Our joyful, cage-free rescue provides a stress-free environment where dogs relax, recuperate, and connect with potential adopters. Muttville's innovative programs—adoption, foster care, veterinary care, and hospice—are celebrated nationwide. Volunteers play a key role, and we engage the community through programs that strengthen bonds between people and animals.

Working at Muttville:

We foster an innovative, team-driven culture filled with optimism and a deep commitment to animals and the community. At Muttville, we encourage creativity, collaboration, and a supportive atmosphere where everyone's contributions are valued. We're dedicated to the well-being and success of our team and the dogs we serve.

Position Summary:

The **Mutt Correspondent** is our reporter on the ground. They chronicle the stories of our dogs, our community, and our mission. The Mutt Correspondent writes (and photographs and videos) engaging and timely content for all the ways we talk to the world: newsletters, appeals, program reports, and more. The Mutt Correspondent will dive into Muttville's day-to-day activities, uncovering stories about our life-saving work, from the dogs we rescue to the dedicated people who make it all possible.

You will be primarily reporting and writing, tailoring your work to the intended channel and audience. You'll also produce whatever supplementary content is necessary, such as photos and video. You don't have to be a professional photographer, just able to imagine and produce photos that will enhance your work. And you'll do it all quickly, producing several pieces a week.

You're the key player in communicating that senior dogs are not only worth saving, but fun, funny, and possibly the best dogs in the world. You'll thrive in our fast-paced, collaborative environment, working alongside a passionate team to ensure our message remains vibrant, heartfelt, and true to our mission.

Position Success Factors:

A successful Mutt Correspondent at Muttville is a creative and prolific writer. Your compelling content is one of the most important ways we have to explain our mission, our work, and our positive, funny, and inclusive point of view.

Your role will require curiosity and creativity, reporting skills, great writing, and an understanding of how to get and keep an audience engaged. You will immerse yourself in Muttville's mission and day-to-day activities and stay up to date with our ever-changing dog population (newcomers and alumni), events, and milestones. You'll largely come up with your own pitches, identifying special dogs and stories that resonate with our audience.

You'll communicate what's fun and compelling about Muttville - what we do and who we are. A sense of humor helps a lot.

To thrive in this role, you'll build strong relationships with staff, volunteers, adopters, and the broader Muttville community. You must be comfortable asking questions, doing research, and working closely with a collaborative team. You must be willing to shoot video and photographs or learn how. You must be comfortable with being edited, producing iterations, and pivoting when a new approach is necessary. And you must have a deep love for dogs.

Key Responsibilities:

Content Creation & Strategy:

- Develop regular content across all media platforms for general and specialized audiences, including adopters, fosters, and more. This includes ongoing series, regularly scheduled posts, newsletters, videos, and other engaging content.
- Ensure all content is concise, well-told, and delivers messages that resonate with our audience.
- Create impactful fundraising appeals and content for special events such as our annual gala.
- Assist as needed with all marketing efforts, contributing ideas and content to enhance our campaigns.
- Explore opportunities for volunteers and other contributors to help. Some of our best photos were taken by people working on their volunteer shift.
- Maintain a library of evergreen content for use in last-minute newsletters or posts, ensuring readiness for timely communications.

- Brainstorm and execute creative marketing ideas for events and campaigns, adapting to shifting trends and audience interests.
- Analyze the performance of communications and suggest changes to content and schedules for continuous improvement.

People Care & Engagement:

- Keep Muttville's lifesaving mission and values central to the work, fostering a culture of positivity, teamwork, hard work, resourcefulness, humor, and collaboration.
- Assist in maintaining a visitor-ready environment at Muttville, ensuring workspaces remain clean and clutter-free.
- Provide the highest level of service, care, and compassion to all clients, colleagues, volunteers, donors, and dogs.

Qualifications:

- **Storytelling Expertise:** Proven experience (at least five years) in creating compelling stories – mostly in written form but also through videos and photos.
- **Great writing skills:** You'll tell your stories with brevity and wit.
- **Quick and Efficient:** Ability to produce high-quality content quickly, adapting to changing priorities and deadlines.
- **Interviewing Skills:** Experience in interviewing. You'll be talking with Muttville staff, adopters, volunteers, as well as others such as animal shelter professionals.
- **Creative and Strategic Thinking:** You'll need a knack for finding new ways to highlight Muttville's mission, its dogs, and the community, tailoring your content to different audience segments and campaigns.
- **Technical Proficiency:** Experience with document software like Google docs is necessary. Familiarity with Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro) or similar tools is helpful. A sense of graphic design helps, too.
- **Collaborative and Independent:** Able to work both independently and as part of a close-knit team, with a willingness to embrace and foster change in a fast-paced environment.
- **Team Player:** Proven ability to work effectively in a busy and demanding work setting, demonstrating flexibility, a positive attitude, and a commitment to collaboration.
- **Self-Starter:** Highly motivated, trustworthy, and capable of managing time and tasks efficiently, with a proactive approach to achieving goals.
- **Professionalism and Discretion:** Maintain a high level of professionalism and discretion when handling sensitive information about donors, staff, volunteers, clients, and dogs.

- **Solution-Oriented:** Ability to handle challenging situations calmly, maintain focus on solutions, and set a positive example for others in the team.
- **Passion for Animal Welfare:** Deep commitment to Muttville's mission and brand. Comfortable working in a fast-paced, cage-free shelter environment with dogs and humans of varying temperaments.

Reports To:

Chief Content Officer

Work Environment:

- This is a hybrid work arrangement with most work done onsite at Muttville's headquarters in San Francisco, CA.
- The office is fast-paced and collaborative, with a dynamic atmosphere that includes frequent interaction with senior dogs, volunteers, donors, and staff.
- You must be happy to work in an environment where there are cage-free dogs throughout.

Workdays and Hours:

Occasional evening or weekend work may be required for special events, donor meetings, or other fundraising functions.

Salary & Benefits:

The starting salary range for this position is \$75,000-\$110,000, depending on experience.

In addition to competitive salaries, Muttville offers our regular, full-time employees a comprehensive benefits package. This includes health, vision, and dental insurance, a 401K retirement plan, life insurance, long-term disability, an Employee Assistance Program, paid time off, a gym membership to FITNESS SF, and continuing education support.

Application Process:

- To apply, please submit your resume, a cover letter detailing your interest in the Mutt Correspondent position at Muttville, and at least three writing samples.
- As part of the interview process, shortlisted candidates will be asked to complete a brief writing assignment to demonstrate their storytelling skills and creativity.
- Please email materials to jobs@muttville.org.

Commitment to Inclusion:

Muttville is dedicated to fostering an inclusive and diverse workplace. We encourage applicants from all backgrounds to apply.