

RDCO Job Description



Position Title: Dog Ambassador Student

Division: Corporate Services

Reports To: Supervisor, Corporate Services

Date: December 19, 2022

Job Purpose/Summary:

The Dog Ambassador Student will assist in providing support to Corporate Services in the continued development of a program for the region's dog control service – 'Dog Ambassador Program' and the successful 'My Dog Matters' rewards program.

Principal Accountabilities:

1. Promote the region's 'Dog Ambassador Program'.
2. Promote the marketing plan for the program – a program that educates and rewards responsible dog ownership in the community.
3. Follow up with businesses for the 'My Dog Matters' program.
4. Oversee the continued development, content and updates of the 'Dog Ambassador Program' on the RDCO website.
5. Promote an advertising campaign for the program and assist the Communications Department in delivering information to the public. Update publications and campaign literature that support the Responsible Dog Ownership program.
6. Assist in participating in special events.
7. Follow-up with dog owners who have not renewed their dog license(s) and provide education.
8. Spend most of your day travelling to municipal and regional parks, public beaches, public places throughout the Central Okanagan (Peachland, West Kelowna, Kelowna and Lake Country), educating dog owners on responsible dog ownership, checking for dog licensing, dogs in parks-location etiquette and rewarding them with 'gifts' for being responsible.
9. Other duties as required.

Knowledge, Skills & Experience

Educational Background Required:

- Post-secondary education student entering the third year or final year of a marketing, communications, business administration program.
- Valid BC Driver's Licence with record of safe driving.

Experience Required:

- Demonstrated ability to write, design and create educational materials.
- Strong Microsoft Office knowledge required – Outlook, Word, PowerPoint, Publisher, Search Engines.
- Strong interpersonal and communication (verbal and written) skills. Must enjoy speaking to the public.
- Ability to work independently.
- Organized and self-starter.
- Exceptional problem-solving skills.
- Must enjoy travelling by bicycle, walking, working outside in all weather conditions, including extreme heat and rain.

Working Conditions:

- **Physical Effort:** Riding a bicycle. Alternating sitting, walking and standing. Free to move at will.
- **Physical Environment:** Working outside in all weather conditions. Office environment, some driving.
- **Mental Stress:** Occasional interruptions. Possibly dealing with angry public.
- **Sensory Attention:** Requires ability to multi-task and balance priorities while experiencing numerous interruptions. Attention to detail.