

Blogger

Position Overview

This position aims to create awareness in the community of the work HUMANE ACTION Pittsburgh is doing by generating engaging, original content for our web site. The Blogger will develop interesting posts that will appeal to our target audience and promote the blog using social media, direct email, and other methods to alert and expand our supporters.

Purpose of the Position

- Communicate important work being done by HAP to members and supporters, both current and potential
- Optimize SEO for the website
- Educate the public on HAP campaigns
- Assist in growing HAP membership and support

Duties and Responsibilities

- Assisting in generating, researching, and pitching ideas for posts
- Writing, editing, publishing, and promoting content
- Promoting new posts using advertisements, emails, social media, and other methods to alert and attract new readers. (Costs incurred by HAP must be discussed beforehand.)
- Advocating and educating the public about the work done by HAP
- Maximizing site traffic by utilizing Search Engine Optimization keywords
- Inviting other bloggers, experts, or other notable guests to contribute content (as mutually agreed upon by supervisors)
- Monitoring responses to posts via the website, social media, or other platforms to better understand the audience
- Staying current on possible opportunities to attract new readers or create stronger, more engaging content

Training Requirements

Supervisors will update bi-weekly, or more, on current HAP initiatives and campaigns.

Skills and Qualifications

- Creative, adaptable, and analytical
- All writings and communication must be professional and nonpartisan
- Excellent writing skills with a unique voice
- Exceptional research and communication skills
- Strong understanding of the target audience and industry trends
- Proficiency with computers, especially content management software, social media platforms, MS Office, and SEO keywords, basic understanding of HTML

- Ability to sit and type for extended periods

Time Commitment Required

Approximately 10-15 hours per month. Blogs should be written approximately bi-monthly.

Location

The research and writing can be conducted remotely from home or another location. Attendance at HAP meetings encouraged, which typically take place at Humane Animal Rescue 6926 Hamilton Ave. every six weeks.

Benefits to the Volunteer

- Know you are key to making a difference in the betterment of animals by educating the community on important animal-related issues
- Take your passion for animal protection and put it into action
- Be a valued HAP team member
- Build your volunteer resume and develop research, communication, and writing skills

Supervisor

Natalie Ahwesh, Executive Director
Shannon Dickerson, Vice President

What Volunteers Can Expect From HAP

HAP greatly values the volunteers who generously donate their time to making our community humane for animals. You can expect that leadership will treat you with respect and appreciate your contribution and input. Volunteers are the lifeblood of HAP, which is the most effective animal protection education and policy organization in the region.