

## Public Relations Officer

### About the organisation and department

The mission of Animal Aid Unlimited is to rescue and treat the un-owned street animals of India who have become ill or injured, and through their rescue inspire a community to protect and defend the lives of all animals.

We operate one of India's most active rescue services, responding to more than 100 calls on our helpline every day and involving thousands of Udaipur residents in the process of rescuing street animals every year. Our hospital and sanctuary (located in Badi, 10km from Udaipur) house a total of more than 600 animals (dogs, cows, donkeys, cats and other animals).

The Public Relations Officer (PRO) has a very crucial role in the organization as they directly represent us and are the first point of contact for the public in providing lifesaving advice and assistance. They receive calls on our Emergency Helpline, meet visitors, create and maintain motivational relationships with Udaipur's community.

### Designation – Public Relations Officer

### Reports to – Emergency Coordinator

### General purpose of the role

The PRO is the first point of contact on our Emergency Helpline for people calling to report injured and ill animals, as well as people calling for other issues like adoptions, reporting cruelty, etc. The calls reporting injured and ill animals range from minor injuries to life-threatening accidents. The PRO must remain calm, patient and thorough in assessing the situation and provide adequate support in coordination with senior members of the Emergency Response Team. This is a public relations position that requires great people-skills as they will need to handle emotional callers while remaining polite and respectful. The PRO also gives update calls to people requesting the status update of the animal they got admitted, meets visitors, and gives tours of the shelter.

The PRO can grow into different positions within the organizations with experience.

### Key area of responsibility

1. Attend calls on our helpline politely, following the multi-layered script that can change and be adapted frequently
2. Record emergency details accurately in Excel/software/book
3. Stay in constant communication with senior member of the Emergency Response Team for guidance
4. Update callers on status of their emergency cases
5. Record and transfer all non-emergency to the relevant department
6. Give tours of the shelter to visitors
7. Facilitate animal visits (visitors coming to see the animal they admitted)
8. Update callers on how their animal is doing in Animal Aid and other information
9. Assist the Emergency Response Team in various ways as needed

## Experience, education and skills

1. At least have a graduation degree in any field.
2. Able to work on MS Office
3. Previous experience in call center is a big plus
4. Previous experience in front-end hospitality is a plus
5. Previous experience with animals is a big plus
6. Fluent in Hindi and English (fluency in Mewari is a plus).

## Personal attributes

1. Understanding and sharing Animal Aid's mission
2. Problem solving and decision making skills
3. Excellent communication skills, conflict-resolution and patient
4. Attention to detail and highly reliable
5. Compassionate and comfortable with animals

