



Paws for Purple Hearts

10201 Old Redwood Highway

Penngrove, CA 94951

707 238-5110

General Manager- Canyonville

Statement of Qualifications, Duties, and Responsibilities

Qualifications

1. Paws for Purple Heart's (PPH) General Manager position is required to have met the following minimum educational requirements:
 - a. Bachelor's Degree preferably in Business or Non-Profit Management. Preferably an MBA or equivalent experience;
 - b. Coursework in Public Relations, Communications and/or Management.
2. Prior preferred experience necessary for this position includes:
 - a. Managerial background assisting non-profit organization's key staff; c-suite and executive team experience;
 - b. Asynchronous work with teams across United States;
 - c. Work in or strong knowledge of the assistance dog field
 - d. Working with government entities;
 - e. 3 years program or project management experience.
 - f. Project Management Certification/Degree
3. Basic qualifications include the following areas:
 - a. Knowledge of and an ability to support the Chief Executive of Paws for Purple Hearts (PPH), a military-connected non-profit organization;
 - b. Knowledge of and an ability to provide the administrative and organizational skills needed to help further the work of PPH
 - c. Great attitude and professionalism;

- d. Strong communication and interpersonal skills;
- e. Excellent writing ability;
- f. Strong computer skills – G-suite Admin, Salesforce, various social media sites, etc.;
- g. Accurate reporting and record keeping.
- h. Knowledge of working with a team to find, set up and begin running a facility.
- h. Insightful and visionary management, reporting, record keeping, communication and interpersonal skills
- i. Compatibility with the organization's direction and purpose
- j. Knowledge of and ability to understand and work with individuals with medical, psychological or behavioral disorders.
- k. Knowledge of Military Culture, Veterans and Veteran Programs, and Active Duty Military.

- 4. Compatibility with the PPH's mission, direction and purpose.

Duties

- 1. Assisting the President/CEO with the Board of Directors and stakeholder communications and recordkeeping; PPH-wide communications to staff
- 2. Assisting PPH Controller to maintain spending and budgets for all facility activities.
- 3. PPH wide Day-to-Day Facility and staff support alongside the National Development and Dog Program Director.
- 4. Supporting the President/CEO, the National and Regional Directors and MCS's ongoing marketing and facility operations needs;
- 5. Working with National Director of Development to help direct PPH's Canyonville's office's Public Relations; Canyonville site management.
- 6. Support the President/CEO in administration, scheduling and organizational management of Paws for Purple Hearts' national and regional offices and satellites;
- 7. Assist CEO and Dog Program Director in the management, maintenance and evolution of PPH's pup program from a facility perspective;
- 8. Continuing education: Oversee continuing education of all PPH staff and instructors upgrade and improve education/knowledge;

9. Commitment to aiding the Marketing and Communication (MCS) Advancement of the PPH program; Staff continuing education
10. Scheduling and attendance at the meeting of and reporting to the President/CEO, key National staff and Board of Director;

Responsibilities

1. Assisting the President/CEO with the Board of Directors and stakeholder communications and record keeping:
 - a. Schedule meetings
 - b. Help create agendas and maintain meeting minutes
 - c. Maintain up-to-date information in database.
2. Supporting the President/CEO, the Site Managers and Regional Directors and MCS ongoing fundraising and donor cultivation efforts;
 - a. Weekly, monthly, quarterly meeting scheduling.
 - b. Ensure all Thank You letters and other communications are sent and records maintained.
3. Overseeing and helping direct PPH's National office's Public Relations:
 - a. Assist with the National Public Relations outreach needs of PPH
 1. PPH Graduations
 2. Facility Visits
 - b. Assist with media relations and social media:
 1. National Website updates, vendor work
 2. Coordinate with regional MCS's for material
 3. Work with CEO and MCS Team to create newsletters, communications, and marketing materials.
 4. Print Media
 5. Vehicle Wrap Designs
 6. Broadcast Media coordination with Site Managers and Regional Directors.
 7. Any required personal appearances
 - c. Assist in coordinating PPH Canyonville events
 - d. Conduct tours of PPH Canyonville facility when needed
 - e. Manage PPH Canyonville volunteers as requested

4. Assisting the President/CEO in administration, scheduling and organizational management of Paws for Purple Hearts' national and regional offices:
 - a. Schedule communications with PPH key National and Regional staff:
 1. Direct oversight of facilities that do not have an on Site Manager or Regional Director
 - b. Oversee organizational management of PPH National and Regional offices
 1. Ensure all software and hardware is up-to-date and in best working order
 2. Continue to improve efficiency while balancing fiscal limitations and knowledge base
 3. Oversee all PPH National and Regional safety procedures are functional;
 - a. Monthly Site Inspection notes and filing on the drive
 - b. Any insurance claims, filing, and updates
5. Continuing education: Oversee continuing education of all PPH staff and instructors, helping upgrade and improve education/knowledge.
6. Engage in long-range program planning in conjunction with the PPH CEO, Board of Directors, Regional Directors, key National staff and BUCS "best practices" staff as required by CEO.
7. Commitment to aiding the advancement of the PPH program, stewarding PPH's donors, and supporting the President/CEO.
8. All PPH digital needs. Maintaining all digital records, ensuring trackers are up to date, website updates, staff on boarding and digital supervision.
9. Scheduling and attendance at the meeting of and reporting to the President/CEO, key National staff and Board of Director.
10. All other duties as assigned by the President/CEO (e.g. annual conference planning).

Performance Evaluation Criteria

1. Have the duties and responsibilities assigned to you been carried out in a manner advantageous to PPH;
2. Have you assisted in improving PPH's public image;
3. Have you insisted in maintaining and improving the PPH Staff Community.
4. Has the reputation of the PPH program as a quality dog program been enhanced both publicly and with assistance dog programs;
5. Have all facilities received the assistance they need to maximize their potential within the budgetary confines? Eg. staffing numbers, facility renovations, marketing materials, continuing education, etc.
6. Is the PPH program on a par with or better than its institutional peers;
7. Have you supported the President/CEO as needed;
8. Have you assisted in strongly supporting the mission of PPH.

Name:

Date:

Signature: