



Director of Communications & Education

Position Summary

The Director of Communications & Education provides leadership and oversight for Greyhaven Exotic Bird Sanctuary's public communications, educational initiatives, and media relations. This role is responsible for ensuring Greyhaven's mission, programs, and expertise in companion parrot welfare are effectively communicated to supporters, adopters, volunteers, donors, and the broader community. Working with communication and education volunteers, this position provides strategic direction, maintains consistent messaging, and supports the development of engaging, accurate, and educational content that promotes responsible parrot ownership and avian welfare.

Primary Responsibilities

Communications & Media Relations

- Oversee Greyhaven's communication strategy across multiple platforms, ensuring messaging reflects the organization's mission and values.
- Manage and provide direction for:
 - The Greyhaven newsletter, *The Squawk Box*
 - Social media platforms including Facebook, Instagram, and emerging platforms
 - Greyhaven's website content and updates
 - Traditional media relationships, including print, television, and radio
 - Additional communication initiatives as they develop
- Coordinate media inquiries and serve as a point of contact for public communications when appropriate.
- Ensure Greyhaven is represented accurately, professionally, and consistently.

Education & Public Awareness

- Support the development of educational content related to companion parrot care, behavior, welfare, rescue, and responsible ownership.
- Ensure educational materials are accurate, current, and aligned with evidence-based avian welfare practices.
- Promote public understanding of the unique needs and challenges of living with parrots.
- Support awareness campaigns that advance Greyhaven's mission and advocacy goals.

Volunteer & Program Leadership

- Recruit, support, mentor, and coordinate volunteers involved in communications and education initiatives.
- Provide guidance and direction to communication and education coordinators and contributors.
- Create systems and processes that allow volunteers to effectively support Greyhaven's outreach efforts.
- Encourage collaboration between education, fundraising, adoption, and shelter programs.



Content Development & Brand Management

- Provide oversight of written, visual, and digital content produced on behalf of Greyhaven.
- Ensure communications maintain a consistent voice, tone, and professional standard.
- Support fundraising and organizational initiatives through effective storytelling and public engagement.
- Help increase awareness, community involvement, and support for Greyhaven's programs.

Qualifications

- Strong commitment to Greyhaven Exotic Bird Sanctuary's mission and values.
- Knowledge of companion parrots, their care requirements, behavior, and welfare needs.
- Ability and willingness to maintain current knowledge of avian care and rescue practices.
- Excellent written and verbal communication skills.
- Experience managing social media platforms and digital communications.
- Strong organizational and project management abilities.
- Ability to work effectively with volunteers and support collaborative teams.
- Experience in communications, marketing, public relations, education, nonprofit organizations, or a related field is an asset.
- Ability to represent Greyhaven professionally with supporters, media, and the public.

Preferred Qualifications

- Experience developing educational programs or materials.
- Experience managing nonprofit communications or volunteer teams.
- Familiarity with website management, newsletters, and digital marketing tools.
- Experience working with animal welfare organizations.

Accountability

The Director of Communications & Education reports to Greyhaven's leadership team and is responsible for ensuring the organization's communications and educational initiatives effectively support its mission of rescue, rehabilitation, advocacy, and responsible parrot care.