

# Metro Atlanta RSVP

## Volunteer Position Description

### Communications/Marketing Volunteer

#### Description

Help older adults maintain healthy independent lifestyles by promoting community awareness of Metro Atlanta RSVP programs in order to schedule presentations in the community and recruit volunteers.

#### Responsibilities

- Publicize the Metro Atlanta RSVP program via phone, mail, or group presentations
- Travel to specified senior centers, congregate residences or organization locations to present appropriate information as needed
- Provide research for and develop promotional materials
- Develop messages/content for outreach materials and PSA's
- Identify and write stories to spotlight volunteers and their efforts
- Handle general administrative tasks connected to publicity and reporting volunteer hours and outreach
- Maintain strict confidentiality standards
- Communicate with station supervisor regarding publicity and marketing policies

#### Qualifications

- Good public speaking, communication and marketing skills
- Detail oriented and ability to manage varied projects with limited supervision
- Comfort level with and proficiency in communicating with older adults
- Ability to relate well to diverse populations
- Ability to work with limited supervision
- Must sign confidentiality agreement

#### Training

Orientation and on the job training

#### Time Commitment

A minimum of 4 hours a month is preferred. Days and hours are flexible during regular business hours to fit the schedule of the volunteer. Occasional weekend opportunities.

#### Location/Reports to

Assigned RSVP location

I understand the effectiveness and credibility of this program depends, in part, on the way I carry out the responsibilities detailed above. I will do my utmost to carry out these responsibilities and remain current on all issues related to this volunteer position.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

