

VOLUNTEER JOB DESCRIPTIONS—GENERAL HANNAN SUPPORT

Marketing & Communications Aide

Summary:

Marketing and communications are used to promote and support the programs and services offered by the various Departments at the Hannan Center. The ideal Marketing and Communications volunteer understands the importance of marketing and spreading information about the Hannan Center's values and mission. The volunteer will work directly with the Director of Fund Development and Communications to assist with the functions of this department for promoting and publicizing/advertising Hannan programs and events. The volunteer will work with outreach volunteers as needed.

Sample Duties and Responsibilities:

- Periodic assistance with marketing and fund development strategies and planning sessions
- Assist with creating and developing promotional materials for programs, events, and services
- Contact appropriate resources to request food and beverage donations for special events
- Develop a list of media sources, businesses, and agencies to contact regarding public announcements, press releases, and Hannan Center's public information for the community
- Copy, compile, and organize mass mailings for special events of the various Departments
- Complete assigned tasks using methods, procedures (written communications, internet-based programs, agency web-sites, data bases,)
- Support marketing materials development and editing process as needed
- Contact persons, and/or groups, media sources, businesses, and agencies for communications and marketing purposes as instructed
- Maintain and fulfill marketing requests as needed (create/update flyers, draft e-blasts, etc.)

Interests:

- Writing
- Visual design—reviewing and/or creating
- Participating in promotional activities to increase agency support
- Assisting with marketing developments

Ideal Qualifications, Skills, and Abilities:

- Education/training and experience related to marketing, advertising, organizational communications helpful
- Training and experience in social media and/or photoshop a bonus
- Advanced proficiency with Microsoft Office
- Volunteer or work experience in program promotion
- Evidence of strong communication skills, especially written communications
- Good organizational skills and detail oriented

Research Aide

Summary: