

DIAMOND IN THE ROUGH

Volunteer Opportunities

VOLUNTEER TITLE:	MARKETING & PUBLIC RELATIONS
VOLUNTEER CATEGORY:	Operations
COMMITMENT TIME:	Short-term/Flexible (approximately 3-5 hours per month)
AREAS OF INVOLVEMENT:	Assists in the creation of marketing material, newsletters, press releases and other print and media communications.

MARKETING RESPONSIBILITIES:

- Designs promotion material for DITR.
- Creates and maintains marketing calendar.
- Designs a quarterly newsletter and marketing campaigns.
- Corresponds with local churches to announce and promote special events in program calendar.
- Assist with capturing video footage and photos of DITR activities and events.
- Research & create an online presence for DITR through links and affiliation programs.

PUBLIC RELATIONS RESPONSIBILITIES:

- Write press releases.
- Create and maintain public relations calendar.
- Solicit media coverage (radio, TV, print media...).

QUALIFICATIONS:

- Sensitivity to persons of different educational, economic, cultural or racial backgrounds.
- Must have a sincere interest in working with and helping youth.
- Must have excellent verbal & written communication, organizational and inter-personal skills.
- Must have strong computer skills including MS Office, publisher, and Illustrator.
- Experience with and access to computer, printer, e-mail or fax machine a plus.
- Must be a self-starter.