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May Awareness Month PR and Promotions Strategist Volunteer Position Description

The Public Relations and Promotions Strategist will create a 2016 May Awareness Month strategy; increasing community awareness and engagement through public relations, media outreach and promotion. This individual will provide strategic recommendations for BCY marketing and communication needs for May Awareness Month and will assist in implementing and coordinating these initiatives.

Responsibilities:

- Review past May Awareness Month activities
- Research and analysis of other non-profits' awareness month media outreach and promotions activities
- Provide strategic recommendations and plan for May Awareness Month, while incorporating the MS Society's national strategy (end of March).
- Assist in implementing and coordinating these initiatives during April and May.

Skills, Attitudes, Knowledge Required:

- Works well in a fast-paced environment; treat others with respect and consideration.
- Willing to change approach to best fit the situation.
- Follows instructions, takes responsibility for own actions; keeps commitments.
- Strong computer skills to include Word, Excel, Internet.
- Excellent organizational and communication skills; ability to multi-task.
- Public/media relations and promotions professional with experience successfully pitching stories and gaining media buy in.

Training and Orientation:

- Orientation to the MS Society including background information on the Society and information related to MS.
- One on one training with the Senior Director, Development.

Time Commitment: 4-5 hours per week in the office or from home. A 4-6 month commitment is requested.

Supervisory Relationships/liaison: You are supervised by and liaise with the Senior Director, Development. You will liaise with the Communications Coordinator.

Authority/Decision Making: Must be comfortable making decisions and problem solving with minimal supervision.

Volunteer Benefits:

- Enhance promotions, public relations and strategic planning skills.

- Contribute your time and talents in an impactful way for a worthwhile cause. Your work will help to shape the May Awareness Month initiatives and increase community awareness of our cause.
- Reference letter