

**American Red Cross – Badger Chapter
Communications Specialist
Volunteer Position
(8/09)**

Goal:

Facilitate the chapter's ability to implement the communications plan for increasing visibility of the Red Cross.

Responsibilities:

- Responsible for the design and production of communication materials including newsletters, annual reports, brochures, flyers, marketing/promotional materials, posters, and internal bulletins, ensuring that materials meet graphic standards and promote a consistent corporate image.
- Assist with chapter website updates, maintenance and design www.arcbadger.org
- Monitor the Red Cross Blog, and explore ways to utilize social media
- Help design and produce basic communication and marketing materials such as posters, advertisements, flyers/brochures, canister wraps, PowerPoint's, newsletters
- Design and produce audio-visual presentations.
- Photograph Red Cross events
- Support chapter special events, projects and initiatives by assisting with production of promotional and other written materials, providing logistical support, and other duties as necessary.
- Work with other communication volunteers or interns on a regular bases

Qualifications:

- Bachelor's degree in marketing, journalism, communications or equivalent experience required.
- Experience in writing, editing, graphic design, photography, website maintenance and/or creating marketing/communication collateral materials is a big plus.
- Intermediate proficiency in graphic design; web design; other publishing software preferred; proficiency in MS Office (Word, Excel, PowerPoint) required.
- Well-developed interpersonal skills are required to project a positive image of organization when communicating with management and staff.

Location:

Chapter Administration Area

Training and Support:

New volunteer orientation online; Fulfilling our Mission Course; WeBeX Training on Red Cross Communication (Crossnet/on-line); One-on-one with the CEO and Chapter's Operations Management Team

Time Commitment:

6-8 hrs per week; office hours are 8am-4:30pm Monday- Friday; A one-year commitment to the position with potential renewal.

Dress:

Comfortable, business casual wear

Staff Support:

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Chief Executive Officer
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