

**VOLUNTEER POSITION DESCRIPTION TEMPLATE
CHAPTER/UNIT NAME**

Position Title	Publicity Chairman	
Location		
FOCIS Category	Please Select One	
Volunteer Availability (check all that apply for position)		
<input checked="" type="checkbox"/> Volunteer in the office	<input checked="" type="checkbox"/> Volunteer from home	
<input checked="" type="checkbox"/> During business hours (daytime, M-F)	<input checked="" type="checkbox"/> On weekends and/or evenings	
<input type="checkbox"/> Only during a large disaster response	<input checked="" type="checkbox"/> Flexible	
<input type="checkbox"/> Respond to disasters that happen every day (these shifts are typically all night and/or all weekend)	<input checked="" type="checkbox"/> Project-Based	
Volunteer Interests (check all that apply for this position)		
<input type="checkbox"/> Respond to disasters	<input checked="" type="checkbox"/> Interact directly with clients	<input checked="" type="checkbox"/> Work independently
<input checked="" type="checkbox"/> Teach & train others	<input checked="" type="checkbox"/> Prepare community	<input checked="" type="checkbox"/> Work with a team
<input checked="" type="checkbox"/> Support the military	<input checked="" type="checkbox"/> Work with technology	<input type="checkbox"/> Lead a team
<input type="checkbox"/> Work with logistics	<input checked="" type="checkbox"/> Help with special events	<input checked="" type="checkbox"/> Interact with the media
<input checked="" type="checkbox"/> Be out in the community	<input type="checkbox"/> Work with government partners	<input checked="" type="checkbox"/> Apply a specialized skill
<input checked="" type="checkbox"/> Offer administrative support	<input type="checkbox"/> Work with numbers/data	<input type="checkbox"/> Place/manage volunteers
<input checked="" type="checkbox"/> Fundraising		
Volunteer Benefits (check all that apply for this position)		
<input checked="" type="checkbox"/> Meet new people	<input checked="" type="checkbox"/> Give back to others	
<input checked="" type="checkbox"/> Build resume	<input checked="" type="checkbox"/> Have fun	
<input checked="" type="checkbox"/> Learn new skills	<input checked="" type="checkbox"/> Explore a career	
<input checked="" type="checkbox"/> Gain leadership experience	<input checked="" type="checkbox"/> Get to know the community	
Purpose	To provide information to the community on American Red Cross services and programs	
Key Responsibilities	<ul style="list-style-type: none"> • Support Red Cross Mission • Implement a marketing strategy that promotes American Red Cross services • Assist in designing flyers and posters for advertizing events and programs • Engage in public relations activities to include the development of print, radio and television advertisement to promote American Red Cross activities. • Provide support to all Station Chairman • Participate in volunteer recognition activities • Attend Advisory Council Meetings 	
Relationships	Station Manager, Station Chairman, Assistant. Station Manager, all Station chairmen, and Local Public Affairs	
Qualifications	<ul style="list-style-type: none"> • American Red Cross Orientation • American Red Cross Background Check 	

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	<ul style="list-style-type: none"> • Knowledge of military protocol • Knowledge of marketing and public affairs • Experience in performing clerical duties • Strong written and oral skills • Experience in writing articles and preparing speeches • Experience in using publishing software a plus
Training	<ul style="list-style-type: none"> • Orientation to American Red Cross • All appropriate in-service training determined by supervisor
Appointed by	Station Chairman or Chairman of Volunteers
Reports to or Partners with	Reports to immediate supervisor, partners with Station Management team.
Length of Appointment	One (1) year, renewable each year with a maximum of three consecutive one year terms per location
Time Commitment	Flexible (weekly hours will vary)
Development Opportunities	<ul style="list-style-type: none"> • Attends workshops applicable to training with ARC and local agencies • Gain on the job experience

I understand the responsibilities and qualifications of this position, and agree to fulfill them to the best of my ability.

Print Name

Signature

Date

Revised date _____