



## Sample Position Description for a Promotion Coordinator

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Adapt and customize the sample position description below to your organization to recruit a promotion coordinator. Post the announcement with relevant marketing or public relations professional organization websites, web-based job and volunteer boards, and your organization's website.

### **Position Title: VOLUNTEER PROMOTION COORDINATOR**

**Position Description:** [NAME OF YOUR ORGANIZATION] is now recruiting a part-time Volunteer Promotion Coordinator to lead the implementation of our promotion plan with the support of volunteers of varying abilities and experience areas. While this is a volunteer position, our Coordinator will have the benefit of attending any [NAME OF YOUR ORGANIZATION] sponsored training events free of charge, while also receiving [NAME ANY OTHER DISCOUNTS OR BENEFITS YOU'RE ABLE TO OFFER SUCH AS A DISCOUNT ON NVC LEARNING MATERIALS, FREE ORGANIZATION T-SHIRT, THEIR NAME/COMPANY NAME ACKNOWLEDGED ON YOUR WEBSITE AND AT ALL EVENTS, ETC.]

### **Desired Skills:** [ADAPT THE LIST BELOW TO MEET YOUR ORGANIZATION'S NEEDS]

- (1) Demonstrated familiarity and routine use of Nonviolent Communication.
- (2) Commitment to mission of [YOUR ORGANIZATION NAME].
- (3) Professional-level experience with promotion-related tasks, including development of collateral materials, media promotion, and grassroots event promotion. [ADAPT THIS LINE AS NEEDED]
- (5) Ability to maintain a flexible schedule and availability to commit up to [IDENTIFY ESTIMATED WEEKLY TIME COMMITMENT] over the course of [IDENTIFY DURATION OF PROJECT IN MONTHS] of volunteer time toward meeting our promotion goals.
- (6) Daily access to computer/internet and professional competence with computer and software technology, including use of design layout software (In-Design or QuarkXPress, PDF files, Photoshop) and Microsoft Office Suite.
- (7) Sufficient organization, project management, and volunteer management skills to meet promotion goals.
- (8) Ability to effectively delegate/manage tasks to volunteers on an ongoing basis.
- (9) Openness and responsiveness to feedback from other team members, volunteers [BOARD, STATE COORDINATOR] and the community.

### **Specific Tasks:** [ADAPT THE LIST BELOW TO MEET YOUR ORGANIZATION'S NEEDS]

- (1) Graphic design and copywriting of collateral (flyers, email promotions, event listings, advertisements) to promote our organization and workshops/training events to target audiences
- (2) Work with our website designer to add event promotion information to our website
- (3) Recruit and manage volunteers to support the implementation of promotion-related tasks in alignment with our promotion plan.
- (4) Pitch stories and trainer interview opportunities to local media; field occasional media calls

- (5) Coordinate direct mail promotion of our events to target audiences, either via partnerships with likeminded organizations, mailing to our existing member list, or by purchasing relevant mailing lists.
- (6) Coordinate advertising placement in relevant publications
- (7) Coordinate requests for donated printing or media placements wherever possible
- (8) Work with our [BOARD / TEAM LEADER / ETC.] to establish and work within a specified promotion budget. Keep track of promotion-related expenses.
- (9) Maintain regular communications with volunteers and [BOARD / TEAM LEADER] regarding progress on promotion related tasks.

To apply for this position, please submit a letter of interest and resume by [DEADLINE DATE] to:  
[CONTACT INFORMATION]