

VOLUNTEER POSITION DESCRIPTION

- Title:
 - Marketing Support
- Tasks:
 - Work side by side with Deputy Director to discuss marketing needs
 - Assess marketing needs
 - Help with social media as needed
 - Create advertising plans and ways to reach out to specific demographics
 - Test advertising ideas repeatedly and often to measure effectiveness
 - Graphic Design help
- Purpose:
 - This will give us a better understanding as to what our community needs in terms of outreach and marketing
 - Build a strong network of followers
 - Help ASAC identify key areas of who we need to be reaching out to
 - Work on advertising and ways to implement our work within the community
- Results:
 - This position will increase our outreach as well as awareness of what ASAC does throughout the community making it possible to increase treatment and for individuals with Substance Use Disorder. It will also support to our patients and allow individuals to seek treatment by reducing stigma.
- Suggested activities:
 - Assist with graphic design
 - Generate ideas on advertising and marketing
 - Work to design new educational ways to reach out to all ages and demographics
 - Contribute to social media
 - Develop a targeted yet useful way for outreach to be effective
- Measures:
 - We will measure the success of this position by measuring advertising insights, the amount of people who have reached out for help and how many followers we have gained on social media.
- Qualifications:
 - A high school diploma or equivalent;
 - At least an associate's degree in a related field preferred
 - Excellent Writing Skills
 - Basic knowledge of ASAC and drug trends
 - Graphic Design experience
 - Social Media
- Time Frame:
 - A commitment of 3 months is required
 - 4 hours per week, flexible with times
- Site:

- Area Substance Abuse Council, 3635 18th Ave SW Cedar Rapids, IA 52404
- Supervision:
 - This position will be overseen by the Deputy Director. The volunteer will also work closely with staff to focus on the needs of advertising and with our media team as well.
- Benefits/Support Provided:
 - Volunteer hours toward state programs, like school
 - Learn how the marketing in a business works
 - Learn about capacity building
 - A letter of support from the director
 - Learn about emerging drug trends in our community
 - Attend professional trainings were certification is provided
 - Learn how to recruit volunteers and donations, establish community support