

# MY ABUNDANT HOPES, INC.

**VOLUNTEER/JOB TITLE:**            **MARKETING & PUBLIC RELATIONS**

**COMMITMENT TIME:**            Short-term/Flexible (approximately 3-5 hours per month) w/  
possibility of f/t employment if desired.

**AREAS OF INVOLVEMENT:**    Assists in the creation of marketing material, newsletters, press  
releases and other print and media communications.

## **MARKETING RESPONSIBILITIES:**

- Designs promotion material for AHI.
- Creates and maintains marketing calendar.
- Designs a quarterly newsletter and marketing campaigns.
- Corresponds with local churches & schools to announce and promote special events in program calendar.
- Assist with capturing video footage and photos of AHI activities and events.
- Research & create an online presence for AHI through links and affiliation programs.

## **PUBLIC RELATIONS RESPONSIBILITIES:**

- Write press releases.
- Create and maintain public relations calendar.
- Solicit media coverage (radio, TV, print media...).

## **QUALIFICATIONS:**

- Sensitivity to persons of different educational, economic, cultural or racial backgrounds.
- Must have a sincere interest in working with and helping youth.
- Must have excellent verbal & written communication, organizational and inter-personal skills.
- Must have strong computer skills including MS Office, publisher, and Illustrator.
- Experience with and access to computer, printer, e-mail or fax machine a plus.
- Must be a self-starter.