

# Marketing and Communications Volunteer

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## Responsibilities

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### Marketing Material Position:

- Design professional, attractive visual material in various mediums including Autism Canada information brochures, conference brochures, event programs, conference and event posters, newspaper advertisements, digital advertisements, Public Service Announcements both for radio and television, CD covers, bookmarks etc.
- Integrate a variety of elements (photos, digital graphics, text) into a professional and appealing composition
- Collaborate with Executive Director to ensure quality and fulfillment of expectations
  
- Newsletter:
  - Design, format and execute a regular newsletter sent out to subscribers using Constant Contact
  - Write articles and commentaries for the newsletter on autism news, research, treatments and good news stories
  
- Website:
  - Maintain and update the website graphics and content
  - Ensuring website Optimization or Search Engine Optimization so that the website ranks well with search engines
  - Programming for special projects related to fundraising and taking donations

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## Credentials

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- ✓ Completion of high school
- ✓ Experience and/or education in media, arts, design and/or communications
- ✓ Technical skills: Adobe Photoshop/Illustrator, Dreamweaver/HTML, Indesign, PHP, CSS, FTP
  - Constant Contact experience would be an asset
- ✓ Optimal time commitment: 1 year for 2-4 hours per week

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## Benefits of Volunteering

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- Experience working for a national charity
- Opportunity to strengthen portfolio
- Demonstrates great commitment and social responsibility when applying to future employers