



Volunteer Job Description - Public Relations Volunteer

Summary of Position: Increase public awareness about Museum and Education Centre Programs and assist the Friends of the Kelowna Fire Museum and Education Centre to expand its community “stakeholders,” by presenting its assets clearly through well designed promotional materials, and development of an overall publicity campaign plan.

Qualifications:

- Willing to gain an understanding of The Kelowna Fire Museum and Education Centre’s vision and programs
- Proficiency in graphic design, as well as development of publicity campaigns and promotional materials.
- Public speaking experience
- Willingness to speak to groups on behalf of the library on an as-needed basis

Responsible To: Director of Volunteers and Director of Public Relations

Primary Responsibilities:

- Assist in identifying key message strategies.
- Create template designs for library promotional brochures, posters & flyers.
- Develop a list of local media personnel with whom the Society should maintain contact.
- Assist in developing a publicity campaign plan that will enable the Fire Museum and Education Centre to achieve its public relations objectives.

Training Provided:

Orientation to the facility and regular meetings with the Volunteer Coordinator and Director of Public Relations to plan activities, monitor progress and provide data, background information and problem-solving support.

Benefits of Volunteering:

- Assist the Society to expand its community “stakeholders.”
- Utilize skills in marketing and public relations.
- Make new community contacts.
- Gain community recognition for professional pro bono work.
- Recognition and appreciation according to the Kelowna Fire Museum and Education Centre’s Volunteer Recognition and Appreciation program.

Time Commitment: minimum 2 hours per week

Length of Commitment: minimum 3 month commitment

Grounds for Termination:

- Failure to carry out assigned responsibilities.
- Misrepresenting the Society or its policies
- Making resource commitments without approval.

Contact Person: Director of Volunteers & Donor Relations

Date Revised: June 2009