





Virtual Volunteer Position Description

Title/Position: Publicist/Public Relations

Goal of Position:

-  To assist Digital Sisters in promoting/publicizing the activities and events of the organization.
-  To develop adequate media relations, kit and database.

Sample of activities

- ♀ Will write/send press releases.
- ♀ Contact media for promotional activities/events.
- ♀ Set up database and keep current.
- ♀ May need to assist in designing fliers, brochures and newsletters.

Time frame:

Length of commitment: October 1, 2003 to Fri September 30, 2004

Estimated total hours: 200 to 1000

Scheduling

At discretion of volunteer

Worksite:

Offsite, Publicist's discretion home or office.

Qualifications Sought:

Excellent interpersonal, organizational, oral & written communication skills; self-motivated, disciplined, & aggressive. Must be able to multitask, generate documents and the ability to fax or email documents as needed. Ability to maintain a contact database and email list. Assertiveness, tenacity, integrity & follow through are needed qualities. Technology skills, phone savvy, creative, innovative and able to finish or complete a project on time. Previous experience with press release writing, submission and publicity in the Washington DC Metro area is a plus.

Benefits:

A work record will be kept for each volunteer so that the position will provide him or her with good job references. Some out-of-pocket expenses will also be reimbursed.

Staff Contact:

Shireen Mitchell, Executive Officer

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