



MARYLAND CASA ASSOCIATION

Marketing/Public Awareness Volunteer/Intern Position Description

Primary Purpose: to promote awareness of Court Appointed Special Advocate (CASA) programs, which recruit and train volunteers to serve as advocates for abused and neglected children in Maryland.

Examples of Responsibilities:

- ❖ Become familiar with CASA, its history, goals, mission, the role of the CASA volunteer, how programs operate, etc. through visiting programs, attending training sessions, reading printed materials and viewing videotapes.
- ❖ Become knowledgeable about child abuse and neglect – the incidence, contributing factors, resources available to prevent and intervene, etc. – to ensure ability to articulate the need for CASA.
- ❖ Assist in implementation of Marketing Plan to promote awareness of CASA throughout the State, including, but not limited to:
 - ❖ Maintaining updated press list;
 - ❖ Cultivating relationships with media to encourage printing/airing of public service announcements, coverage of CASA events, etc.;
 - ❖ Submitting public service announcements, press releases and other appropriate materials to media to generate interest in CASA;
 - ❖ Maintaining (or coordinating maintenance of) updated web site;
 - ❖ Developing (or assisting in the development of) marketing and public awareness materials;
 - ❖ Coordinating community informational meetings to provide information about starting a CASA program in areas of the State where programs do not yet exist;
 - ❖ Contacting employers, community groups, etc. to coordinate orientation meetings for prospective volunteers.

Requirements:

- ❖ Commitment to CASA mission;
- ❖ Demonstrated ability in performing responsibilities listed above;
- ❖ High level of comfort in working with people, media relations, etc.
- ❖ Honesty, dependability and reliability;
- ❖ Excellent attention to detail, organizational skills, and follow through; and
- ❖ Excellent verbal and written communication skills.

Remuneration/Benefits:

- ❖ Excellent opportunity to demonstrate marketing skills to further cause of nationally-affiliated child advocacy organization;
- ❖ Travel expense reimbursement; student stipend may be available for qualified candidate.