

# VISTA Assignment Description (VAD)

**Title:** Marketing and Media Specialist

**Sponsoring Organization:** United Way of the Piedmont

**Project Name:** AmeriCorps VISTA's in the Piedmont

**Project Number:**

**Project Period:** 08/09/2021-08/09/2022

**Site Name:** Greer Relief & Resources Agency

**Focus Area(s)**

**UWP will complete this for you.**

## VISTA Assignment Objectives and Member Activities

### Goal of the Project:

The goal of the project is to build program and agency capacity through marketing, by using social media, email, print, etc. The VISTA will establish and implement an actionable marketing plan to improve outreach to both Greer Relief service recipients and supporters.

### Objective of the Assignment (**DATES:** 08/09/2021-08/09/2022)

*Describe Objective: Implement a cohesive marketing plan to include social media (Facebook, Instagram, LinkedIn, YouTube, etc), email (ConstantContact), and some website (wordpress) updates, print, and other media.*

#### Member Activities:

1. Create a marketing content calendar: social media schedule, email schedule, website updates, print products, etc.
  - a. Ex: weekly volunteer update, RENEW Tip Tuesdays, event promotions
2. Design compelling, new marketing content for social media outlets and schedule posts based on content calendar.
  - a. Evaluate whether content is applicable to all social media outlets, or if it should be tailored (ex: LinkedIn will be more professional content)
3. Create video content for social media and other marketing events.
  - a. Ex: videos promoting services, spotlighting volunteers, highlighting Greer Relief's work
4. Create and/or prepare content for traditional media sources like newsletters, posters, and infographics.

### Objective of the Assignment (**DATES:** 08/09/2021-08/09/2022)

*Describe Objective: Perform and prepare marketing research to inform speaking engagements, events, general Greer Relief promotion, and organization media content.*

#### Member Activities:

1. Research marketing trends, including social media, traditional media, and communication.
  - a. This includes professional development opportunities like webinars, local workshops, etc.
2. Lead social media campaigns on behalf of Greer Relief.
  - a. Format social media campaigns, to include email, based on industry best practices.
3. Generate current information to use in speaking engagements and for Greer Relief outreach.
  - a. For example, provide current service data (information readily available through Charity Tracker reporting)
4. Market and promote events to the community.
  - a. Increase public awareness of events.
  - b. Learn and use marketing tools to prospect potential sponsors.
  - c. Create a marketing plan for each Greer Relief event.

**Objective of the Assignment (DATES: 08/09/2021-08/09/2022)**

*Describe Objective: Targeted marketing and evaluation specific to RENEW program.*

**Member Activities:**

1. Marketing and communication geared toward RENEW volunteer recruitment, engagement, and retention.
2. RENEW volunteer educator assessments to provide data on effectiveness of the RENEW program and volunteer engagement. This tool will be used to identify strengths and weaknesses for program improvement.
3. Marketing and communication focused on RENEW participant recruitment, engagement, and retention. Build on communication and conversations initiated by prior VISTA member.
4. RENEW participant assessment to provide data on effectiveness of program and to identify additional community needs.
5. Synthesize research data from both assessments into a cohesive report for Greer Relief. The report will inform RENEW program strategic plan and ensure RENEW program sustainability.

**Objective of the Assignment (08/09/2021-08/08/2022)**

VISTAs will spend 10% of their service participating in a supplemental project designed to foster collaboration and problem-solving for (a) community-wide issue(s). The VISTA team will gather one half-day each week to share different perspectives and experiences gained through their work on-site and work together on (a) project(s).