



## Job Description: Marketer

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### **Title: Marketer**

**Description:** Promotes community awareness of VICAP, its services, and volunteer opportunities.

**Supervisor:** VICAP Coordinator

**Time Commitment:** An average of \_\_\_\_ hours per month for a minimum of \_\_\_\_\_.

### **Responsibilities:**

- ◆ Participates in basic and update trainings as required and satisfactorily completes certification requirements
- ◆ Complies with VICAP policies and guidelines for counselors, including those regarding confidentiality and reporting of VICAP activities
- ◆ Distributes VICAP materials to community partners, including health care providers, places of worship, social service agencies, and media outlets
- ◆ Develops or adapts promotional materials such as flyers, notices, and press releases
- ◆ Assists with the development of new partnerships, and other marketing support, as needed

### **Desired Qualifications:**

- ◆ Good written and oral communication skills
- ◆ Strong planning and organizational skills
- ◆ Active involvement in community groups, associations, and events
- ◆ Marketing, advertising, communications, or public relations background
- ◆ Reliable transportation, valid driver's license, and clean driving record
- ◆ Access to the Internet and email
- ◆ Ability to get along with others
- ◆ Sensitivity in working with vulnerable populations

**Support Provided by VICAP:**

- ◆ Orientation to VICAP, including program site and staff
- ◆ Orientation to outreach, volunteer recruitment, and educational materials
- ◆ Comprehensive initial training program to prepare you for the job
- ◆ Regularly scheduled update trainings
- ◆ All necessary marketing materials and equipment
- ◆ Access to high quality resource material and experts at the state and federal levels

**Benefits:**

- ◆ Positively influence the lives of people with Medicare
- ◆ Learn about the complexities of the health insurance system
- ◆ Meet new people and be part of a dynamic team
- ◆ Help people save money
- ◆ Learn new skills and experience professional growth

I have discussed the responsibilities of this COMPASS Team position with my local program coordinator. I understand the responsibilities, qualifications, benefits, and support that will be provided by VICAP. I have received a copy of this job description.

Team Member's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Coordinator's Signature: \_\_\_\_\_ Date: \_\_\_\_\_