

Communications Coordinator (CC) Position Description

Program: The AARP Tax-Aide program provides free personal income tax assistance and tax form preparation to low-and middle-income taxpayers, with special attention to those age 60 and older.

Purpose of Position: The Communications Coordinator works with the District and Local Coordinators to implement and maintain partnerships, program publicity and communication activities at the district and local levels.

Responsibilities of Position: Supported by the policies and procedures of the AARP Foundation and the Handbook, the Communications Coordinator:

- Identifies with the Partnership and Communications Specialist and District Coordinator and others as appropriate, program needs in their district such as:
 - Recruitment-leaders, counselors, and/or increasing volunteer diversity.
 - Sites-accessible, conducive to maintaining taxpayer privacy and/or willing to support e-filing with computers, phone lines, etc.
 - Equipment-free copying, PCs, printers, etc.
- Works with District and Local Coordinators as appropriate, to oversee development and implementation of AARP Tax-Aide Partner Program in the district as it relates to recruitment, program promotion, equipment and/or new sites, as necessary, and to ensure that AARP Tax-Aide honors its side of the partnership.
- Ensures that all local-level program materials (internal and external) contain boilerplate language.
- Builds a local file of media contacts, including newspapers, radio and television.

Qualifications: The CC must have the ability to implement and supervise district AARP Tax-Aide partnership(s), publicity and communications efforts in a geographic region. Previous experience in public relations, marketing, writing, editing, and working with the media is desirable but not required.

Term of Service: The CC is appointed for a one-year term, contingent upon satisfactory annual review, and may be reappointed for subsequent one-year terms.

Eligibility: The CC is eligible for other AARP volunteer positions.

Time Required: The position demands more time from September to March to implement partnership(s) and publicity campaigns to inform the public about our service and recruit volunteers. The exact hours per week depends on responsibilities and size of the specific district.

Training Required: The CC must acquire knowledge of the publicity needs and all other procedures associated with the program and its volunteers, as well as a basic orientation to AARP, as provided by the National Office.

Travel Required: Travel should be minimal.

Appointed By: The CC is appointed by the District Coordinator with concurrence by the State Coordinator.

Supervisor: The CC reports directly to the District Coordinator.

Scope of Authority: The CC assists the District Coordinator in all matters concerning partnerships, and publicity for both recruitment and site promotion. The CC may not supervise other volunteers.

Working Relations: The CC works closely with the Local/District Coordinators, Partnership and Communications Specialist, AARP Tax-Aide volunteer leaders, and AARP leadership as required.

Progress Review: The CC's performance is monitored on an on-going basis and reviewed annually by the District Coordinator.

Available Resources: The CC will be afforded the necessary guidance, training and materials needed to facilitate leadership responsibilities. Additional support and training are provided from AARP national and state office staff, Partnership and Communications Specialist, and the IRS staff. AARP Tax-Aide reimburses volunteers for covered program related expenses as set out in the Coordinator's Handbook.

Volunteer Policy: All Foundation volunteers will receive equal opportunity and treatment throughout recruitment, appointment, training, and service. There will be no discrimination based on age, disabilities, gender, race, national or ethnic origin, religion, economic status, or sexual orientation.

Publicity is both a statewide responsibility, but in order to effectively support the program, must also be heavily geared to the local district level market. Most of our states have a few major papers and communications outlets but traditionally Tax Aide has had much better results in the long run from local publicity. This takes the form of local daily, weekly, or monthly newspapers, local radio and TV stations and local newsletters such as the local senior center newsletter. With guidance and assistance from the PCS, the local CC is much better positioned to identify and interface with the local media.