

Partnership and Communications Specialist (PCS) 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 Partnership and Communications Specialist works with the State Coordinator to implement and maintain partnerships, program publicity and communication activities at the state (split-state) level.

Responsibilities of Position: Supported and guided by the State Coordinator (SC) and by the policies and procedures of the AARP Foundation, AARP Tax-Aide and the Handbook, the Partnership and Communications Specialist:

- Serves as a member of the State Management Team.
- Identifies with SC, TCS, DC, etc., and others as appropriate, program needs in the state 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.
- Designs and implements comprehensive state partnership and publicity campaign to address needs.
- Attends initial partnership and communication meetings with State Coordinator and subsequent meetings as needed. Working with District and Communication Coordinators as appropriate, oversees development and implementation of AARP Tax-Aide Partner Program as it relates to recruitment, program promotion, equipment and/or new sites, as necessary, to ensure that AARP Tax-Aide honors its side of the partnership.
- Develops a state-level calendar for program publicity activities within the entire state or (sub-state) in partnership with Communications Coordinators.
 - Ensures that all state-level program materials (internal and external) contain boilerplate language.
 - Builds a state (sub-state) file of media contacts, including newspapers, radio and television.
- Maintains a close working relationship with AARP's State Director and Communications Representative, State Communications Coordinator (SCC), where they exist, and other communications staff. Enlists help with program promotion and recruitment while keeping them informed of program publicity activities.
- Provides guidance and support to District/Communications Coordinators in implementing the program in their area of the state.
- Trains District/Communications Coordinator in creating and implementing local level partnership outreach.
 - Identifies needs (volunteers, sites with computers or telephone access, etc.)
 - Identifies potential partners that can help meet those needs.
 - Develops proposal for partner that addresses the partner's anticipated need.
 - Develops plan for implementation and follow-up.
- Guides Coordinators in developing a local/promotion/recruitment activities calendar.

- Trains District/Communications Coordinators in creating and implementing local publicity campaigns.
 - Ensures that all state-level program materials (internal and external) contain boilerplate language.
 - Ensures that sites are identified with proper AARP signage and promotional materials.
 - Builds a local file of media contacts.

Qualifications: The PCS must have the ability to implement and oversee AARP Tax-Aide partnership(s), publicity and communications efforts in a state (sub-state). Previous experience in public relations, marketing, writing, editing, and working with the media is desirable but not required. Not required to be certified counselor but program knowledge is critical.

Length of Service: The PCS must work effectively with diverse populations and is appointed for a two-year term, contingent upon satisfactory annual review. Mid-cycle appointments are effective to the end of the current cycle and the PCS may be reappointed for subsequent two-year terms.

Eligibility: The PCS is eligible for other AARP or AARP Foundation volunteer positions, but may not hold any other AARP Tax-Aide State Management Team position.

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 PCS must acquire the knowledge about their partnership(s) and of 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 to meetings concerning partnership development and to state, district and local meetings to communicate publicity goals and promotion training.

Appointment and Supervision: The PCS is appointed by the State Coordinator with concurrence by the Regional Coordinator and reports directly to the State Coordinator.

Supervisor: The PCS reports directly to the State Coordinator.

Scope of Authority: The PCS is responsible for working closely with the District/Communications Coordinators in their state (sub state) to assist in developing a corporate partnership program (AARP Tax-Aide Partner Program) at the local level and to design an active and comprehensive publicity plan.

Working Relations: The PCS works closely with Assistant National Directors responsible for Partnership and Communications in the National Office, State Management Team, Local/District Communications Coordinators, the AARP State Communications Coordinator (where they exist), AARP State Director and/or

communications staff, IRS designated representative, and the media in their state. The AARP State Director will help you identify volunteer and staff counterparts in the state with whom the PCS will want to build a strong working relationship.

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

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

Volunteer Policy: AARP 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.