

Volunteer Position Description American Red Cross of Greater Columbus

Position Title: Special Project Intern (Social Media)

Purpose	Research trends in the use of social media and implement social media tools to communicate the mission and key messages of the American Red Cross of Greater Columbus with an end-goal of engaging current and prospective volunteers and financial donors.
Key Responsibilities	<ul style="list-style-type: none"> ▪ Research and demonstrate best practices in the use of social media to further organization objectives, including use of video, YouTube and more. ▪ Assist with managing the chapter's blog; coordinate with established bloggers, facilitate ideas and examples of blog submissions, manage calendar of topics, write blog entries and track comments and questions posted to the blog. ▪ Enhance the chapter Facebook Fan page and contribute timely postings. ▪ Enhance Twitter presence for the chapter and ensure daily tweets.
Reports To	Assistant Director, Communication & Marketing
Time Commitment	15 to 20 hours per week.
Length of Appointment	At least one semester/quarter
Qualifications	<ul style="list-style-type: none"> ▪ Must have experience in social media whether personal use or professional
Training	Any training required will be provided, as needed.
Relationships	Receives primary work direction and oversight from Communication Coordinator, Communication & Marketing; and collaborates with other departments.
Budget Support	All training, materials, workspaces and/or any other equipment deemed necessary to perform the duties of the position would be provided by the American Red Cross.
Benefits/Development Opportunities	<ul style="list-style-type: none"> ▪ Affiliation with one of the most well-respected, internationally known humanitarian organizations ▪ Photo credits for published work ▪ Professional work environment in office setting ▪ Project management experience ▪ Final product for work portfolio ▪ Documentation of service, letters of reference ▪ Flexible work schedule

In accordance with Chapter Policies:

- *Each Red Cross volunteer is required to provide written affirmation that he or she will perform Red Cross duties in compliance with the Red Cross Code of Conduct and the Red Cross Confidential Information and Intellectual Property Policy. All volunteers are expected to protect the Red Cross image and reputation by behaving ethically and appropriately.*
- *The ARCGC may perform, or may request that third parties perform, background and reference checks at any time in the volunteer application process. All background and reference checks will be performed in accordance with applicable federal and/or state laws. This check includes a criminal history check for the past seven years and a social security number verification.*
- *In addition volunteers whose job duties require regular, unsupervised access to clients who are youth, elderly, or disabled, or whose duties require the safeguarding/handling of Red Cross assets, must have a background free of conduct which may adversely impact their ability to perform their duties and must submit to a background check on an annual basis. It is the policy of the ARCGC require additional screening and require fingerprinting and a Criminal Record report from the Bureau of Criminal Identification and Investigation and/or Federal Bureau of Investigation.*