Tidewater Arts Outreach

Nonprofit Marketing & Social Media Volunteer –
Job Description

The mission of Tidewater Arts Outreach is to uplift the human spirit by bringing live, quality music and arts experiences to people in Hampton Roads who are in homes, hospitals, shelters, facilities and dependent care programs or otherwise are isolated from society.

Reports to: Creative Services Director/Executive Director

Hours: Four or more hours/week – flexible hours

Job Responsibilities: Volunteer(s) will support the Creative Services Director and the Executive Director. The Volunteer(s) will help TAO staff with tasks related to social media, website, blog posting and tracking, writing and/or multimedia capturing and posting.

Volunteers will assist TAO in one or more of the following areas:

- Track arts and health activity on social media (Facebook, LinkedIn, Pinterest); make recommendations for TAOs social media pages
  - Under staff general guidance, implement social media recommendations on TAO pages
- Research the viability of increasing social media activity (Instagram, Twitter, Vimeo, etc.). With staff support, create and present immediate and long-term development plans, as appropriate, to achieve and maintain these presences.
- Create blog posts about topics relating to Healthcare and the Arts Research, benefits for different populations, needs, client stories, implementation, etc.
- Database work to send marketing materials to constituents
- Create TAO’s annual report

Skills, Education and Experience

- Desire to support mission of TAO
- Organizational and time management skills
- Excellent written and verbal communication
- Ability to work independently
- Database experience, social media experience
- Good computer, internet research and typing skills
- Development experience or preference
- Excellent proofreading skills
- Willingness to learn about TAO through attending programs, meeting volunteers, and working with staff

Ideal candidates have an interest in or currently hold a position focused on social work, health and wellness, public affairs, marketing or nonprofit management and are able to commit a minimum of four or more hours/week.

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The position is not designed for running errands or completing office work, although these duties may be part of the larger, more directed learning experience.

Volunteers must supply a copy of current driver’s license or School ID for identification purposes, all Volunteers are subject to a background check.

Applicants accepted on an ongoing basis. Please submit resume, cover letter along with your availability to Volunteers@TidewaterArtsOutreach.org.