



March of Dimes Volunteer Job Description

Position Title: Graphic Design Volunteer

Qualifications: Professional experience in graphic design and layout of print and digital materials.

Ability to work with InDesign (PC) and Microsoft Publisher and Word files.

Ability to produce finished files in formats acceptable for print and media vendors and to supply March of Dimes with pdf files.

**Project
Opportunities:**

Design and/or layout of event collateral materials including postcards, posters, brochures and program books and to prepare files for printing per specifications of vendor.

Design/layout of print ads for newspaper and magazine outlets per specifications of the media outlet.

Design/layout of ads for digital billboards and web site ads per specifications of media outlet.

Present project reports at Communications Committee Meetings (4-6 times per year).

Timeframe:

March for Babies materials and ads: January – May 2012.

Fall Events and Prematurity Awareness Month Campaign:

Media deadlines beginning August, 2012.

Materials deadlines September – November, 2012.

Exact schedule to be determined and length of volunteer commitment can be adjusted based on availability.

Please contact Jacki Apel, Director of Communications, South Carolina Chapter for more details. 403-8523 or JApel@marchofdimes.com

***The mission of the March of Dimes is to improve the health of babies
by preventing birth defects, premature birth and infant mortality.***

To find out what the March of Dimes is doing in our state, please: visit marchofdimes.com/southcarolina



March of Dimes Volunteer Job Description

Position Title: Publicity Planner

Qualifications: Professional experience in public relations and media planning.

**Project
Opportunities:**

Assist in developing marketing/publicity plans for event and mission campaigns

Help prepare and implement story pitches for print, radio and TV editorial coverage to promote event/campaign

Help secure event-day news coverage

Serve as volunteer spokesperson for media interviews (pre-event and/or event day)

Develop and maintain online/social network marketing plan for event and mission campaigns

Present project reports at Communications Committee Meetings (4-6 times per year).

Timeframe:

March for Babies Campaign: January 2011 - through post event (May 2012).

Fall Events and Prematurity Awareness Month (November) Campaign: begin planning June, 2012, through post event (December, 2012).

(Key Fall events: Signature Chefs Auction, African American Achievement Award, and Real Estate Award)

Exact schedule to be determined and length of volunteer commitment can be adjusted based on availability.

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