



National Association (NA)/ Chapter Model Role Profile: NA/Chapter PR/Marketing Coordinator

This document is one of a series of model role profiles intended to assist NAs and Chapters in structuring the work of their Boards and key official positions. Each NA/Chapter operates somewhat differently and may assign responsibilities in different ways. These model role profiles give you suggestions and a checklist to help you make sure that certain basic areas are covered. They can also help you with recruitment and training of new officials. They can be found in section U of the Info File and can be seen in relation to the corresponding International Committees whose Terms of Reference are in section O.

General overview of the role

As the PR/Marketing Coordinator, you will be a subject matter expert on topics related to profile raising, marketing and communications in CISV. You are responsible for promoting and protecting CISV and its brand locally, bringing the guidance from CISV International to your local context and helping communicate about CISV through different means and channels. You create local profile raising/marketing strategies and annual plans and depending on the size of your local organization, you may either coordinate marketing and PR activities, or alternatively you may implement them yourself. Your role benefits from a diverse skillset and it may have different emphasis depending on your own interests and skillset: you deal with both external and internal communications, social and traditional channels and you need to be able to localize global guidelines to local context.

Please note that this role profile does not necessarily describe a role to be filled by a single volunteer as it is very wide in terms of responsibilities and recommended skills. This role profile also describes a high ambition level and it is possible that building PR/Marketing capabilities locally to this level might take very long time. In many cases, the local CISV organization has their local communications committee/team, and this document describes therefore also potential tasks for the whole team as well. If there is only one volunteer available for PR/Marketing tasks, it is recommended to have a focus on the must-haves: risk-management related communications responsibilities, and basic communication tools for internal and external communications. If more helping hands are available, more ambition can be added to the PR/Marketing side, and the responsibilities described in this document should be divided between multiple people.

Key Responsibilities and Tasks

Basic responsibilities of a NA/Chapter PR/Marketing Coordinator – as a broad summary:

Policies and strategies:

- Act as your Chapter/NA's expert in Looking Good, CISV International's brand guidelines
- Ensure compliance with brand guidelines throughout your Chapter/NA
- Be familiar with CISV's relevant policies, procedures and resources and localize documents as needed
- Create a local PR / Marketing strategy for achieving biggest impact and to help prioritizing activities
- Where appropriate, work with CISV International to execute global marketing campaigns

Planning:

- Create plans to create a positive public image that will encourage membership development and assist with fundraising
- Liaise with Risk Management to have a crisis communications plan for crisis management situations
- Advise the NA/Chapter on how to make events and activities more attractive to the media
- Evaluate and decide appropriate channels and tools for marketing / communications activities
- If available, decide how resources are spent for advertising (e.g. print or social media advertising budget)
- Create a plan for leveraging word-of-mouth marketing within existing families and members

Practical responsibilities:

- Create awareness of NA/Chapter activities among members, media and the general public
- Coordinate creation of local branded resources according to identified needs: e.g. leaflets, advertisements, press release templates, brochures...
- Collect, maintain and share local available resources with volunteers and members
- Coordinate content creation as needed for profile raising, marketing or communications purposes, including e.g. content for local CISV Website

Throughout the CISV Year (key responsibilities)

- Setting goals for the year, in line with your NA/Chapter's plans for the year
- Develop annual Profile Raising, Marketing or Communications plan and coordinate its implementation
- Create, implement and plan the use of social media: design campaigns, create and publish content and monitor analytics
- Monitor and watch regularly how CISV is portrayed in local and social media, in search engine results. React on bad news and correct wrong information as needed, in line with your communications plan and policies.
- Develop and implement tools to communicate to members and volunteers effectively, e.g. through email newsletters, social media groups or traditional mail
- When the local CISV is hosting a programme, support the programme support team and staff by providing advice and expertise for media coverage, open day publicity etc
- Train volunteers to be able to follow CISV brand guidelines and to communicate creatively but safely in Social Media using local official CISV channels
- Ensure that Chapter/NA members follow the Child Protection Policy; in particular, ensure that no photos of child participants are shared online for unapproved purposes
- Train members to be able to promote CISV through word-of-mouth method

Main Policies and Resources

- Social Media Guidelines
- Child Protection Policy
- Crisis Communications Guide
- Public Relations Guide
- Looking Good
- Just Saying

Monitoring, Evaluation & Risk Management

You know you have succeeded as a PR/Marketing Coordinator, when

- CISV is gaining visibility in media in a positive light
- The membership numbers and application numbers are growing
- The chosen communications channels (e.g. website, Facebook Page) are up-to-date and contain recent information for interested potential members, and are being updated regularly
- Members and volunteers feel that they have been informed about events, activities and programmes
- The social media insights are growing in numbers (e.g. followers, engagement, shares)
- You are able to control the damage caused by potential negative media coverage or negative reviews appearing on internet
- The messages being sent both internally and externally do not contain CISV slang or lots of abbreviations but they are written in understandable language

Working Relationships

Successful profile raising and marketing requires good understanding and coordination of ongoing CISV activities in the local chapter/NA. This role is a key enabler of protecting the brand and communicating that CISV is a child-safe organization. The competencies required for successful profile raising, marketing and communications vary a lot and therefore the more you can utilize skilled volunteers and leverage their abilities, the better.

Work Relationships

- **The local board / President** can help you to draft high-level guiding principles and strategies for implementing profile raising, marketing and communications locally.
- In order to prepare for potential risks and to ensure that policies are being followed in communications activities, the **Risk Manager** is a key contact for ensuring that the activities are aligned.
- **The Programme Coordinators** are often aware of key application deadlines and local events. With them you can plan advertisement campaigns for acquiring new programme applicants at the right time, and after the participants have been selected, you can support them with their communications needs.
- **The Junior Branch Representatives** often coordinate a lot of CISV activities and they may be able to contribute to content planning with their creativity. The JB can be also empowered to utilize social media responsibly, and they can be a great asset in creating content for (especially) social media channels.
- **The Fundraising Coordinator** will need your support when putting together funds applications and creating content for them.
- You can liaise with **CISV International's Communication and Fundraising Coordinator at the International Office (IO) and the Communications Team** when you need to consult on questions regarding brand guidelines or how to interpret policies/guidelines

Networking

It is recommended to form networks of volunteers in this area who have skills in different areas related to PR, marketing and communications. By sharing responsibilities, it is easier to make an impact and motivate each other.

If your local country has a language that is spoken in other countries as well (e.g. Spanish), it may be useful to seek for collaboration with volunteers having the same responsibilities in the other countries to share resources, templates and existing materials with each other.

Reporting Hierarchy

As the PR/Marketing Coordinator you typically report to your NA/Chapter President. If there are multiple profile raising, marketing or communications volunteers in your local CISV organization, they typically report to you.

If you are the National PR/Marketing Coordinator, the Chapter PR/Marketing Coordinators usually report to their own Chapter Presidents, but it is highly recommended to establish a strong bond between them and create an additional/unofficial (“dotted line”) reporting line to the NA PR/Marketing Coordinators if possible.

Key Competencies

Attitudes

- Willing to promote CISV’s vision and values through training activities
- Willing to constantly learn by doing and to promote a mindset for continuous learning
- Willingness to share CISV stories to different groups

Skills

- Great collaboration and coordination skills
- Ability to transfer CISV’s goals and activities in engaging stories and messages
- Ability to motivate and inspire members and volunteers
- Ability to prioritize activities depending on available resources
- Delegation skills
- Social media, content creation, graphic design, public speaking, copywriting, social media advertising, photographing, video editing and analytics skills can all be useful assets in this role

Knowledge

- Knowledge of CISV goals, structure and programmes
- Knowledge of CISV education principles and content
- Knowledge of CISV’s approach to creating a child-safe organization and understanding of how risk management is linked to communications activities
- Knowledge of CISV marketing and brand material

Additional Comments

Recommendations (to be good in that role)

The PR/Marketing coordinator has wide responsibilities especially in small CISV chapters / NAs. It is important to recognize what are the local priorities when it comes to PR/Marketing activities, and then ensure that the minimum gets done before tackling bigger challenges. Some CISV volunteers may have day-to-day jobs as Marketing/PR professionals, and if possible, they can be asked to consult and advise other volunteers who perform the marketing/PR tasks for CISV. Regardless of available volunteer resources, it is easy to say that there is always something to develop, create or improve in the marketing/PR area. Volunteers in these positions will benefit from prioritization skills and when possible, delegating tasks to others.

Hints on the difference for NAs or just for Chapters, or for Chapters in multi-Chapter NAs.

Depending on the size of your local CISV organization, this role may be split between multiple persons, especially according to skillsets of available volunteers. As a NA PR/Marketing Coordinator, you may need to focus more on strategic and planning side, bringing together local volunteers and training and supporting their work. Consequently, as a Chapter PR/Marketing

Coordinator you may have a more operative and hands-on role in creating content and publishing it.

If you are a PR/Marketing volunteer with a team of volunteers, the role might become less operational and more coordinating – leading the volunteers, supporting them with their work and coordinating all work and activities.

Learning and Training options

- **Highly recommended:** Profile Raising Training at RTF (if offered)
- **Beneficial:** Risk Management RTF, Essentials of Peace Education RTF, Chapter Development RTF
- **Not offered by CISV, but still beneficial:** Various marketing, communications or PR related trainings (these may be offered by Like-Minded Organizations in your city / country), or e-learning courses/videos available on the internet for learning specific competencies