Position Description: PR Coordinator - Cinderella Project

Elon Volunteers! Mission
To provide all members of Elon University campus the opportunity to develop an ethic of service by connecting campus and community through service experiences.

Purpose of Position
The PR Coordinator is responsible for coordinating all aspects of promotion for the Cinderella Project Conference. They will oversee all advertising for dress donations, volunteers, student participants, and on-campus recognition. They are also responsible for maintaining Cinderella Project’s social media presence, setting up and running on campus promotions (ex. Moseley tables, board storms, etc.), securing media coverage, and executing new marketing initiatives. The PR Coordinator will also work with EV!'s PR Team to ensure consistency of message and brand.

Essential Duties/Responsibilities
- Oversee Cinderella Project PR Team
- Maintain Social Media presence i.e. Facebook page, website, Instagram, Twitter, Pinterest
- Meet frequently with EV!’s PR Director
- Set-up and run Moseley tables and bake sales, following EV!’s procedures
- Advertise through flyers, digital boards, classroom boards
- Secure media coverage for the event (E-net press, radio)
- Create and execute new marketing initiatives
- Meet regularly with the other Executives, Leadership Team, Youth Development Director and professional staff members

Qualifications
- Able to dedicate a minimum of 2-3 hours a week
- Comfortable speaking in front of large groups and has a professional demeanor
- Organized and a self-starter
- Effective communication skills, both written and verbal
- Must be available for the following dates:
  - EV! New Hire workshop: April 10th from 4:15-5:15pm in Moseley 215
  - All EV! Trainings:
    - September 17th from 1-4pm
    - February 16th, 2018, from 3-6pm

For more information about this position contact elonvols@elon.edu
Leadership Agreement

I agree to fulfill the duties required of me as a leader within Elon Volunteers! to the best of my abilities. These duties are listed above. In the event that I neglect or am no longer able to fulfill my responsibilities, I understand that the Kernodle Center professional staff and EV! EDs have the right to remove me from my position. Prior to removal, I understand that I will receive at least two written warnings and will have the opportunity to improve my performance.

By signing below, I agree to abide by all EV! policies and to maintain good disciplinary standing with Elon University for the duration of my leadership role.

Sign ______________________________ ______________________________ ______________________________ Date ____________