

AARP Foundation Tax-Aide Communications Coordinator (CC) Position Description

Program: AARP Foundation Tax-Aide provides free personal income tax assistance and tax form preparation to low-and moderate-income taxpayers, with special attention to those age 50 and older.

Purpose of Position: The Communications Coordinator works with the District and Local Coordinators to implement and maintain partnerships, program publicity and communication activities at the district and local levels. The Coordinator also communicates regularly with the Partnership & Communications (PCS) in order to learn of national communications and outreach guidance and resources.

Responsibilities of Position: In accordance with the policies and procedures of AARP Foundation Tax-Aide, the Communications Coordinator:

Identifies with the Partnership and Communications Specialist and District Coordinator and others as appropriate, program needs in their district such as:

- Recruitment—leaders, counselors, and/or increasing volunteer diversity.
- Program Promotion—works with other local volunteer to effectively promote information about Tax-Aide sites.
- Sites—accessible, conducive to maintaining taxpayer privacy and/or willing to support e-filing with computers, phone lines, etc.
- Equipment—free copying, PCs, printers, etc.
- Works with District and Local Coordinators as appropriate, to oversee development and implementation of local and district partnerships, ensuring that the program honors its side of the partnership.
- Ensures that all local-level program materials (internal and external) contain boilerplate language and appropriate branding (e.g., correct and current Tax-Aide or AARP Foundation logos).

Qualifications: The CC must have the ability to implement and supervise district - partnership(s), publicity and communications efforts in a geographic region. Previous experience in public relations, marketing, writing, editing, and working with the media is desirable but not required.

Term of Service: The CC is appointed for a one-year term, contingent upon satisfactory annual review, and may be reappointed for subsequent one-year terms.

Eligibility: The CC is eligible for other AARP and AARP Foundation volunteer positions.

Time Required: The position demands more time from September to March to implement partnership(s) and publicity campaigns to inform the public about our service and recruit

volunteers. The exact hours per week depends on responsibilities and size of the specific district.

Training Required: The CC must acquire knowledge of the publicity needs and all other procedures associated with the program and its volunteers, as well as a basic orientation to AARP, as provided by the National Office.

Travel Required: Travel should be minimal.

Appointment and Supervision: The CC is appointed by the District Coordinator with concurrence by the State Coordinator and reports directly to the District Coordinator.

Scope of Authority: The CC assists the District Coordinator in all matters concerning partnerships, and publicity for both recruitment and site promotion. The CC does not supervise other volunteers.

Working Relations: The CC works closely with the Local/District Coordinators, Partnership and Communications Specialist, program volunteer leaders, and AARP leadership as required.

Progress Review: The CC's performance is monitored on an on-going basis and reviewed annually by the District Coordinator.

Available Resources: The CC will be afforded the necessary guidance, training and materials needed to facilitate leadership responsibilities. Additional support and training are provided from AARP Foundation national and state office staff, Partnership and Communications Specialist, and the IRS staff. AARP Foundation Tax-Aide reimburses volunteers for covered program related expenses as set out in the Policy Manual.

Volunteer Policy: AARP Foundation volunteers will receive equal opportunity and treatment throughout recruitment, appointment, training, and service. There will be no discrimination based on age, disabilities, gender, race, national or ethnic origin, religion, economic status, or sexual orientation.