



VOLUNTEER POSITION DESCRIPTIONS: MARKETING, PROMOTION AND PUBLICITY WORKING GROUP

The Terms of Reference of the IAIM Marketing, Promotion and Publicity (MPP) Working Group are to:

- act in the best interests of the Association and its members;
- to elect their own Chairperson at the commencement of each term;
- provide assistance to the Membership Officer in the delivery of their role;
- provide advice to the Management Committee on all matters associated with the association's marketing, promotion and publicity services;
- deliver marketing, promotion and publicity products, activities and events in a timely and efficient manner, in accordance with IAIM policies and directions of the Management Committee;
- conduct market and promotional research and report results to the IAIM Management Committee and IAIM members;
- develop marketing promotion and publicity resources, products, activities and events that help contribute to improving membership rates of IAIM;
- develop marketing promotion and publicity resources, products, activities and events that help improve the awareness about infant massage amongst the general public, parents, professional groups, and other stakeholders;
- develop marketing promotion and publicity resources, products, activities and events that promote participation in infant massage workshops;
- develop marketing promotion and publicity resources, products, activities and events that promote brand awareness about IAIM;
- liaise with members of the press and media to provide access to IAIM spokespersons;
- identify opportunities to promote IAIM and CIMI services to a wide audience,
- prepare and draft press releases for approval by the IAIM Management Committee, and distribute press releases as approved;
- evaluate the effectiveness of marketing, promotion and publicity events as scheduled and as needed, and report on the results of evaluation to the IAIM Committee and IAIM members;
- report to the Management Committee and general members of IAIM on the activities of the working group;
- make the Management Committee aware of any compliance, legal, ethical or other issues in relation to marketing, promotions and publicity that come to their attention;
- provide practical support the Management Committee and other volunteers on issues associated with marketing, promotions and publicity; and
- provide development opportunities for potential, future volunteers in the organisation.

The IAIM Australia MPP Working Group does not have any authority to make decisions or approvals on behalf of IAIM Australia.

Membership of the MPP Working Group shall consist of:

- One (1) press liaison officer;
- One (1) Infant Massage Awareness Week and Campaigns coordinator;
- One (1) market research coordinator;
- One (1) photographer and image manager;
- One (1) graphic designer;
- One (1) CIMI representative;
- One (1) Student representative; and

- General/ occasional helpers as required.

The Management Committee will select a member to provide support and liaison to the Working Group.

The IAIM Australia MPP Working Group shall meet on-line, in accordance with IAIM Australia procedures and guidelines, not less that every three months in August, November, February and May. In addition, members of the working group are expected to maintain informal, regular communication with each other as required to fulfill their roles.

Detailed position descriptions are listed below:

PRESS LIAISON OFFICER

Position overview

The IAIM Press Liaison Officer is a volunteer position responsible for developing, managing and maintaining positive and effective relationships with print, electronic and on-line media.

This role will be involved in developing and maintaining a list of press contacts, building and maintaining relationships with journalists, acting as a contact point for media, directing media requests to the appropriate person in IAIM, organizing media releases, and managing the “public image” of IAIM in the media.

Essential position functions

- Participate in the activities of the IAIM MMP working group in accordance with the relevant policies, and provide assistance and input into the activities of the Working Group.
- In all activities reflect the interests of IAIM Australia, and act in accordance with the association policies, procedures and philosophy.
- Manage own workload to ensure scheduled activities are undertaken as planned.
- Notify the Management Committee if experiencing any difficulty in meeting the responsibilities and requirements of the role.
- Develop, build and manage a list of media contacts and resources.
- Build positive, constructive relationships with individual media outlets and writers.
- Monitor media and public affairs for leads and issues of potential relevance to IAIM, and develop communication strategies to respond to these.
- Draft and develop press releases for IAIM Management Committee approval, and distribute.
- Brief and provide advice to other volunteers and members about media relations.
- Organise and manage media coverage and promotion for IAIM events, activities and promotions.
- Work with other volunteers to develop effective media campaigns on specific issues.
- Contribute to the development of policies and procedures associated with the role.
- Notify the IAIM Calendar Coordinator of any scheduled tasks, activities or events associated with the role.

Time commitment

- It is estimated that, as a general rule, the time commitment required to undertake this role successfully will be around 5 hours per week. This may increase to 10-12 hours during high-demand periods.

Resources

- In order to fulfill the functions of this role effectively, the volunteer will need to have their own, reliable computer with high-speed internet access, an email account that they regularly

check, and access to a landline telephone. Office software including either Word 2007 or any version of publisher, and Excel would be a distinct advantage. The volunteer will be responsible for all costs associated with these resources.

- Any other resources required by the volunteer to fulfill their role (e.g. copies of media publications, paper, etc) will be provided at the expense of the IAIM, subject to the approval of the Management Committee.

Skills

This volunteer role will best be suited to someone with some of the following:

- Ability to work effectively within the policies, procedures and philosophy of the IAIM.
- Skills and experience in publishing desk-top media or newsletters to a high standard.
- Previous experience in a press liaison, communications, journalism or other media role.
- An understanding of press and media processes, with an excellent grasp of grammar, punctuation and spelling conventions, and an ability to sensitively and respectfully edit the work of others.
- A sound understanding of infant massage, and ability to link infant massage with a wide variety of interests and needs.
- Outstanding written and verbal communication abilities.
- A motivated, energetic personality and ability to present a professional image.
- Ability to work as a part of team, and to contribute to the overall objectives of the MMP Working group, and the IAIM as a whole.
- An ability to remain calm under pressure and to meet deadlines.

INFANT MESSAGE AWARENESS WEEK AND CAMPAIGNS COORDINATOR

Position overview

The IAIM Infant Massage Awareness Week & Campaigns Coordinator is a volunteer position responsible for overseeing all of the IAIM functions associated with the promotion, delivery and evaluation of IAIM campaigns, including the annual Infant Massage Awareness Week each year. Other campaigns might include, for example: membership drives, public competitions, awareness campaigns, and policy campaigns.

It is expected that this will be a coordinating role, and that other volunteers and members will provide support and input into key activities.

This role will include activities such developing a bank of ideas and resources for promoting infant massage awareness week, working with other volunteers and members to develop campaigns and activities on specific themes or to meet specific needs, developing plans for promoting infant massage and working with other volunteers to implement these plans, and evaluating the effectiveness of various campaigns and activities.

Essential position functions

- Participate in the activities of the IAIM Member Development and Services working group in accordance with the relevant policies, and provide assistance and input into the activities of the Working Group.
- In all activities reflect the interests of IAIM Australia, and act in accordance with the association policies, procedures and philosophy.
- Manage own workload to ensure scheduled activities are undertaken as planned.
- Notify the Management Committee if experiencing any difficulty in meeting the responsibilities and requirements of the role.

- Set-up, manage and maintain an ideas and resource bank that can be accessed by members and volunteers to promote infant massage awareness week and other campaign activities;
- Develop the capacity of IAIM to involve other groups, organisations and individuals in Infant Massage Awareness Week and other campaigns;
- Work with other volunteers and coordinate the development of strategies, plans and resources to undertake national, regional and local campaigns and oversee the implementation of these plans and strategies;
- Undertake evaluations of campaigns, and report to the Management Committee on the results of these evaluations.
- Contribute to the development of policies and procedures associated with the role.
- Notify the IAIM Calendar Coordinator of any scheduled tasks, activities or events associated with the role.

Time commitment

- It is estimated that, as a general rule, the time commitment required to undertake this role successfully will be around 7 - 12 hours per week. This may vary depending on the nature of campaigns developed and being implemented at any given time.

Resources

- In order to fulfill the functions of this role effectively, the volunteer will need to have their own, reliable computer with high-speed internet access, an email account that they regularly check, and access to a landline telephone. Office software will be required. The volunteer will be responsible for all costs associated with these resources.
- Any other resources required by the volunteer to fulfill their role (e.g. training, software, etc) will be provided at the expense of the IAIM, subject to the approval of the Management Committee.

Skills

This volunteer role will best be suited to someone with some of the following:

- Ability to work effectively within the policies, procedures and philosophy of the IAIM.
- Previous experience in organizing not-for-profit or community campaigns and events.
- A genuine interest in a diverse range of topics, an ability to understand the interests of a wide range of groups (e.g. the general public, parents, different community groups and organisations, politicians, health professionals, etc.) and the ability to design infant massage and awareness campaigns that reflect the interests of these groups.
- An energetic and outgoing personality and ability to inspire the participation and enthusiasm of others.
- A love of planning and organizing events, people and resources, and an ability to multi-task.
- Sound writing skills.
- Ability to work as a part of team, and to contribute to the overall objectives of the MPP Working group, and the IAIM as a whole.
- An ability to remain calm under pressure and to meet deadlines.

MARKET RESEARCH COORDINATOR

Position overview

The Market Research Coordinator is a volunteer role, with two main responsibilities. The first of these is to investigate the needs, expectations and experiences of people/ groups who have an interest in IAIM, reporting on findings and making recommendations. The second key role of

the Market Research Coordinator is to develop tools and resources for CIMIs to assist them to undertake their own market research in relation to their own practice/ business.

Essential position functions

- Participate in the activities of the IAIM MPP working group in accordance with the relevant policies, and provide assistance and input into the activities of the Working Group.
- In all activities reflect the interests of IAIM Australia, and act in accordance with the association policies, procedures and philosophy.
- Manage own workload to ensure scheduled activities are undertaken as planned.
- Notify the Management Committee if experiencing any difficulty in meeting the responsibilities and requirements of the role.
- Plan for, design, conduct and analyse market research on behalf of the IAIM, to improve the capacity of IAIM and its members to understand the needs, expectations and experiences of people who have an interest in IAIM.
- Report the findings of market research, and recommendations based on this research, to the IAIM Management Committee and members.
- Consult with IAIM members to understand their market research needs.
- Develop tools and resources (e.g. fact sheets, survey examples) that can be used to meet members' market research needs in relation to their own businesses and practices.
- Contribute to the development of policies and procedures associated with the role.
- Notify the IAIM Calendar Coordinator of any scheduled tasks, activities or events associated with the role.

Time commitment

- It is estimated that, as a general rule, the time commitment required to undertake this role successfully will be around 3 – 5 hours per week. It is expected that this workload will be relatively evenly distributed from week-to-week.

Resources

- In order to fulfill the functions of this role effectively, the volunteer will need to have their own, reliable computer with high-speed internet access, an email account that they regularly check, and access to a landline telephone. Office software would be a distinct advantage. The volunteer will be responsible for all costs associated with these resources.
- Any other resources required by the volunteer to fulfill their role (e.g. training, software, etc) will be provided at the expense of the IAIM, subject to the approval of the Management Committee.

Skills

This volunteer role will best be suited to someone with some of the following:

- Ability to work effectively within the policies, procedures and philosophy of the IAIM.
- Skills and experience in market research with diverse groups.
- Experience in survey design
- An understanding of the ethics and common practices involved in market research.
- A sound understanding of customer service principles.
- Ability to communicate effectively with diverse people.
- Sound computer skills, including in use of Excel spreadsheets.
- An understanding of the needs and expectations of the IAIM members, and a willingness to consult and listen to feedback.
- Ability to work as a part of team, and to contribute to the overall objectives of the MPP group, and the IAIM as a whole.

- An ability to remain calm under pressure and to meet deadlines.

PHOTOGRAPHER AND IMAGE MANAGER

Position overview

The IAIM Photographer and Image Manager is a volunteer position responsible for developing and managing images and graphics for use by the IAIM and its members.

This role will involve taking photographs, developing and building a photographic library, managing model releases, ensuring the use of photography and images by the IAIM complies with relevant copyright and privacy legislation, and developing/ obtaining images for use by IAIM and its members. The role will also involve developing resources for use by IAIM members in using photos and images in their own business/ practice.

Essential position functions

- Participate in the activities of the IAIM MMP working group in accordance with the relevant policies, and provide assistance and input into the activities of the Working Group.
- In all activities reflect the interests of IAIM Australia, and act in accordance with the association policies, procedures and philosophy.
- Manage own workload to ensure scheduled activities are undertaken as planned.
- Notify the Management Committee if experiencing any difficulty in meeting the responsibilities and requirements of the role.
- Take photographs that reflect a diverse range of positive messages about infant massage, the IAIM and its activities.
- Establish, develop and manage a photo-library consisting of images for use by IAIM and its members, ensuring that all stocked images have appropriate model releases attached and comply with copyright requirements.
- Locate images for the photo library from a variety of sources, including inviting images from members and the general public, and negotiate the use of images on behalf of IAIM.
- Liaise with other volunteers and members to ensure that all IAIM events are photographed, and images submitted to the library accompanied by completed releases.
- Work in partnership with the Website Officer to develop an on-line photo and image library for access by members.
- Develop resources for members (e.g. Tip sheets, model consent forms) for use in developing their own stock images.
- Contribute to the development of policies and procedures associated with the role.
- Notify the IAIM Calendar Coordinator of all scheduled tasks, activities or events associated with the role.

Time commitment

- It is estimated that, as a general rule, the time commitment required to undertake this role successfully will be around 3 – 5 hours per week. This does not include time spent on photo shoots, etc. which will require additional amounts of time.
- This is a new position and it is expected that additional hours may be required during the first six months of the role to research and establish this position.

Resources

- In order to fulfill the functions of this role effectively, the volunteer will need to have their own, reliable computer with high-speed internet access, an email account that they regularly check, and access to a landline telephone. The volunteer will also need to have their own camera and storage devices. Photo image software will be a distinct advantage, but is not

essential. Occasional local travel will be required by the volunteer (e.g. to attend photo shoots). The volunteer will be responsible for all costs associated with these resources.

- Any other resources required by the volunteer to fulfill their role (e.g. training, software, professional printing of images, etc) will be provided at the expense of the IAIM, subject to the approval of the Management Committee.

Skills

This volunteer role will best be suited to someone with some of the following:

- Ability to work effectively within the policies, procedures and philosophy of the IAIM.
- Strong portrait photography skills and a creative flair.
- An understanding of photography and image ethics, particularly those associated with images of infants and children.
- Experience in using photographic and graphic software (e.g. Photoshop, Adobe).
- An understanding of photo management systems (e.g. Flickr, Digital Asset Management systems, etc).
- A willingness to ensure that management of IAIM images is compliant with copyright and privacy laws.
- Ability to work as a part of team, and to contribute to the overall objectives of the MMP group, and the IAIM as a whole.

GRAPHIC DESIGNER

Position overview

The IAIM Graphic Designer is a volunteer position responsible for overseeing design elements of all IAIM publications, communications and media. The position will involve working with other volunteers to ensure that good design principles and a consistent brand image is reflected in all IAIM materials, resources, publications and media. The volunteer will be responsible for organizing and ordering all of the IAIM printing, and for monitoring the quality of materials produced. The role will also assume responsibility for reviewing, updating and maintaining generic IAIM graphic resources (such as posters and brochures).

Essential position functions

- Participate in the activities of the IAIM Member Development and Services working group in accordance with the relevant policies, and provide assistance and input into the activities of the Working Group.
- In all activities reflect the interests of IAIM Australia, and act in accordance with the association policies, procedures and philosophy.
- Manage own workload to ensure scheduled activities are undertaken as planned.
- Notify the Management Committee if experiencing any difficulty in meeting the responsibilities and requirements of the role.
- Manage, review and update the generic publicity materials and publications of IAIM (including brochures, posters, etc).
- Work in partnership with other volunteers to ensure all other materials, publications, and resources etc. use principles of good design and present a consistent brand image.
- Work in partnership with other volunteers to design templates for scheduled IAIM publications such as the newsletter, annual report, policy manuals, volunteer training materials, etc. and regularly review these.
- Manage relationships with printers, organize printing of resources as approved by the Management Committee, and ensure that printing services reflect the best quality and value for money.

- Develop resources for members (e.g. tip sheets, contact lists of printers, etc) to support them to produce high-quality materials for their own business and practice.
- Contribute to the development of policies and procedures associated with the role.
- Notify the IAIM Calendar Coordinator of all scheduled tasks, activities or events associated with the role.

Time commitment

- It is estimated that, as a general rule, the time commitment required to undertake this role successfully will be around 5 - 8 hours per week. This may occasionally increase to an estimated 10-12 hours per week during periods of high activity (e.g. during production of key IAIM documents and materials).
- This is a new position and it is expected that additional hours may be required during the first six months of the role to research and establish this position.

Resources

- In order to fulfill the functions of this role effectively, the volunteer will need to have their own, reliable computer with high-speed internet access, an email account that they regularly check, and access to a landline telephone. Graphic design software would be a distinct advantage. The volunteer will be responsible for all costs associated with these resources.
- Any other resources required by the volunteer to fulfill their role (e.g. training, software, etc) will be provided at the expense of the IAIM, subject to the approval of the Management Committee.

Skills

This volunteer role will best be suited to someone with some of the following:

- Ability to work effectively within the policies, procedures and philosophy of the IAIM.
- Experience in a graphic design role and/ or a strong understanding of design principles and how to apply these principles to a diverse range of media.
- An ability to communicate effectively with diverse people.
- Skills in the use of design software.
- An understanding of the importance of branding.
- A creative flair and style, combined with the ability to meet deadlines and remain calm under pressure.
- Ability to work as a part of a team, and to contribute to the overall objectives of the MPP Working group, and the IAIM as a whole.

MARKETING, PROMOTION AND PUBLICITY WORKING GROUP

CIMI AND STUDENT REPRESENTATIVES

1. Position overview

The role of the CIMI and Student Representatives on the MPP Working group are to regularly participate in the group and provide general volunteer support roles to other members of the Working Group, and also to represent the viewpoints and needs of IAIM members. These are diverse roles and could include, for example, taking photographs of IAIM events in your local area, reviewing and providing design-related feedback on IAIM materials, helping draft and review press releases, or helping with Infant Massage Awareness week activities.

2. Essential position functions

- Regularly participate in the activities of the IAIM MPP working group in accordance with the relevant policies, and provide assistance and input into the activities of the Working Group.
- In all activities reflect the interests of IAIM Australia, and act in accordance with the association policies, procedures and philosophy.
- Manage own workload to ensure scheduled activities are undertaken as planned.
- Notify the Management Committee if experiencing any difficulty in meeting the responsibilities and requirements of the role.
- Provide practical support to the IAIM MPP Working Group members.
- Provide input, suggestions, ideas and solutions to issues associated with marketing, publicity and promotions from the perspective of member CIMIs, students and Rural/ remote members.
- Notify the IAIM Calendar Coordinator of any scheduled tasks, activities or events associated with the role.

3. Time commitment

- It is estimated that, as a general rule, the time commitment required to undertake this role successfully will be vary between 3 and 10 hours per week. These time commitments are likely to be spread un-evenly in response to the needs of the group and association.
- It is envisaged that during the first six months of this role, some additional time commitments may be involved, associated with supporting other volunteers in the group to establish and set up key systems.

4. Resources

- In order to fulfill the functions of this role effectively, the volunteer will need to have their own, reliable computer with high-speed internet access, an email account that they regularly check, and access to a landline telephone. The volunteer will be responsible for all costs associated with these resources.
- Any other resources required by the volunteer to fulfill their role (e.g. training, software, etc) will be provided at the expense of the IAIM, subject to the approval of the Management Committee.

5. Skills

This volunteer role will best be suited to someone with some of the following:

- Ability to work effectively within the policies, procedures and philosophy of the IAIM.
- An interest in publicity, marketing and promotions, and a desire to develop further skills in these areas.
- An enjoyment of working on varied tasks.
- An ability to keep on top of workloads.
- A commitment to improving services to IAIM members and volunteers.
- Sound writing skills, with a good grasp of grammar, punctuation and spelling conventions.
- Ability to work as a part of a team, and to contribute to the overall objectives of the MPP group, and the IAIM as a whole.

MARKETING, PUBLICITY AND PROMOTIONS OCCASIONAL & GENERAL HELPERS

1. Position overview

The role of the Occasional/ General helpers on the MPP Working group are to occasionally participate in the group and provide general volunteer support roles to the Working Group activities. As a general rule, occasional and general helpers will give their consent to be contacted and asked to assist during times of heavy workload or unique/ one-off activities.

2. Essential position functions

- At the beginning of each term (July 1) notify the Working Group of skills that you may be able to offer, and available times.
- Occasionally participate in the activities of the IAIM MPP working group in accordance with the relevant policies, and provide assistance and input into the activities of the Working Group.
- In all activities reflect the interests of IAIM Australia, and act in accordance with the association policies, procedures and philosophy.
- Manage own workload to ensure scheduled activities are undertaken as planned.
- Notify the Management Committee if experiencing any difficulty in meeting the responsibilities and requirements of the role.
- Provide practical support to the IAIM MPP Working Group members where requested and where possible.
- Provide input, suggestions, ideas and solutions to issues associated with marketing, publicity and promotions.
- Notify the IAIM Calendar Coordinator of any scheduled tasks, activities or events associated with the role.

3. Time commitment

- Time commitments can vary greatly with this role, and would be negotiated on a case-by-case basis.

4. Resources

- In order to fulfill the functions of this role effectively, the volunteer will need to have their own, reliable computer with high-speed internet access, an email account that they regularly check, and access to a landline telephone. The volunteer will be responsible for all costs associated with these resources.
- Any other resources required by the volunteer to fulfill their role (e.g. training, software, etc) will be provided at the expense of the IAIM, subject to the approval of the Management Committee.

5. Skills

This volunteer role will best be suited to someone with some of the following:

- Ability to work effectively within the policies, procedures and philosophy of the IAIM.
- A willingness to be contacted by the Working Group on an “as-needed” basis, and to consider requests for assistance.
- An interest in marketing, publicity and promotion of IAIM, infant massage, and CIMIs.
- An enjoyment of working on varied tasks.
- The ability to commit small amounts of time on a regular basis, or occasional amounts of time “as available”.
- Ability to work as a part of a team, and to contribute to the overall objectives of the MPP Working group, and the IAIM as a whole.