

COMMUNICATIONS VISTA

Location: College Possible Site

Assignment Area: External Relations

GOALS:

Raise College Possible's profile and expand scale and reach through undertaking a number of capacity building initiatives specifically geared toward increasing awareness of College Possible. Build a local supporter network that will enable organizational stability and growth to scale.

SERVICE ACTIVITIES:

Create site specific marketing pieces to build and develop new, sustainable relationships with College Possible's local supporters.

- + Gather quality photos and quotes from College Possible team and participants to be used in local marketing materials and draft written stories for marketing pieces.
- + Arrange production and distribution of all site-level marketing materials to current and potential College Possible supporters.

Increase awareness of College Possible in the local community by securing media opportunities with local outlets.

- + Identify new and previously utilized local media outlets with potential interest in featuring College Possible, including television, newspaper, radio, and internet opportunities.
- + Create targeted news releases and media advisories for potential outlets and pitch stories to media outlets.
- + Compile news clips capturing relevant media coverage and disseminate information to all site staff, volunteers, and supporters.

Build relationships with new supporters by arranging local speaking engagements for College Possible representatives.

- + Identify potential speaking engagements in the area including at conferences and with local community groups.
- + Coordinate with College Possible leadership to secure speakers for events; participate in speaking opportunities.

Create and develop strategies, systems and templates to increase the number of individuals that visit College Possible's social media accounts.

- + Draft compelling posts for accounts and update accounts with regular posts.
- + Research and create strategies for engaging new audiences in social media; develop engaging messages to interact with social media followers.

Lead on management of the local site's portion of the new organizational website in order to better engage supporters

- + Create content for the site's portion of the organization's overall website in order to better showcase each office.



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