

Volunteer Marketing Specialist Position Description

AARP Driver Safety Program

The AARP Driver Safety Program is the nation's first and largest driver safety course designed especially for drivers age 50 and older to help people live more independently as they age. Since its inception in 1979, the program has helped millions of drivers stay safe. It covers defensive driving techniques, rules of the road, and normal changes in vision, hearing, and reaction time—including practical ways to compensate for these changes. In many states, course participants may be eligible for an auto insurance discount. The course is open to AARP members and non-members of all ages and is available in a classroom or online setting.

Position Function

A Volunteer Marketing Specialist has program marketing responsibility as determined by the volunteer State Coordinator. This includes identification and development of potential statewide hosts, identification of publicity/promotion opportunities, coordination of program exhibits at statewide events, and collaboration with AARP state office staff and state-sponsored volunteers on program promotion activities.

Responsibilities

- Provides guidance and counsel to the volunteer State Coordinator on matters of statewide marketing opportunities and general program sponsorship.
- Identifies potential statewide hosts including associations, corporations, social service agencies and organizations for the aging.
- Initiates development of statewide sponsorship with those groups indicating interest.
- Coordinates exhibiting of program materials and volunteer staffing of exhibit at statewide meetings of program hosts or potential hosts.
- Collaborates with AARP state office staff and state-sponsored volunteers to enhance sponsorship promotion.
- Serves as a consultant on marketing and sponsorship to state AARP Driver Safety Program volunteer leadership.
- Actively seeks and involves diverse populations in program activities.
- Promotes AARP's priorities and goals.

Qualifications

- Background in sales and marketing.
- Commitment to the goals and priorities of AARP Driver Safety Program.
- Ability to understand and work well with diverse populations.
- Term of Service and Length of Service
- Two (2) years with option by supervisor to renew as appropriate.

Training Required

- Orientation to AARP Driver Safety Program



- Program skills training

Travel Required

National, regional, state and local travel as necessary.

Appointed By

The AARP Driver Safety Program Volunteer State Coordinator

Supervisor

The AARP Driver Safety Program Volunteer State Coordinator

Progress Review

The volunteer Marketing Specialist's progress will be monitored on an ongoing basis. As appropriate, the Marketing Specialist and his or her supervisor will establish a work plan to serve as the basis for the progress review.

Available Resources

AARP will provide volunteer travel accident insurance and commercial general liability insurance for the instructor while he or she is performing volunteer responsibilities. Expenses will be reimbursed in accordance with existing AARP and AARP Driver Safety Program volunteer policies.

It is the policy of the Association that all AARP volunteers will receive equal opportunity and treatment throughout recruitment, appointment, training, and service. There will be no discrimination based on age, economic status, sex, national or ethnic origin, physical or mental abilities, race, sexual orientation, gender identity or religion.