

Hosanna House, Inc.
“A place called hope!”
2010 Signature Events

Volunteer Job Description

2010 Signature Event: Highmark Walk for a Healthy Community

Purpose/Goal: The “Walk for a Healthy Community” is a unique event that brings together community organizations to achieve the common goal of raising money for their individual missions. Highmark Blue Cross Blue Shield underwrites the cost of the walk so that 100% of funds donated by walkers is given directly to support the mission of the participating organization, i.e., 5K Walk and 1Mile Fun Walk.

Title/Position: Marketing/Public Relations Leader

Positions Available: 2

Key Responsibilities: Partner with HHI staff member responsible for leadership of the event. Develop and execute the marketing plan. Incorporate handoffs from the Funds Development team into the plan. Develop written communications for event publication, i.e., theme suggestions, design logo & invitations, save-the-dates, printing, signage, publicity, T-shirts, ad placement, press releases, promotional items, etc. Proactively solicit sponsorships. Maintain database of sponsors. Provide periodic reports to the Executive Advisory Committee throughout the planning phase. Monitor and adhere to budget.

Contacts: Community connections in the area of marketing and public relations.

Commitment:

- March 2010 through May 2010
- Monthly meeting with HHI Executive Advisory Committee until execution of Highmark Walk 2010 event.
- Regularly scheduled meetings with your respective Event team until execution of event, minimally twice a month.

Required Skills:

- Primary – Self-starter, marketing, written and verbal communication, budgeting, and organization.
- Secondary – Time management, interpersonal relations, and bookkeeping.
- Computer – Software: Word, Excel, PowerPoint, and Publisher.

Contact Jeannette Dawson at 412-342-1336 for additional information.

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