



VOLUNTEER MARKETER

POSITION GOALS: The SHINE Marketer role is an integral member of the SHINE team working in direct correlation with the local SHINE Liaison, Volunteer Leadership and Counselors. The goal of the volunteer Outreach Specialist is to seek out community opportunities with diverse civic, public, private, and organizational groups of any size to present educational presentations about Medicare benefits and issues, and the role that SHINE serves for beneficiaries. The Outreach Specialist should strive to increase community awareness of how SHINE counselors can assist individuals.

PREFERRED SKILLS/QUALIFICATIONS:

- Interest in helping people and the local community;
- Customer service mind-set including professionalism, tact and courtesy in dealing with individuals served;
- Strong listening and comprehension skills;
- Basic computer and internet skills. Must maintain a valid individual e-mail address for training, counseling and communication purposes;
- Willingness to work with and recruit a culturally diverse volunteer and client population;
- Ability to demonstrate and remain free from any conflict of interest as a counselor;
- Ability to work independently and initiate projects;
- Good written and oral communication skills;
- Good attention to details and the ability to follow through, and
- Marketing, sales, advertising, or public relations background.

RESPONSIBILITIES: The SHINE Marketer works directly with the SHINE Liaison and Local Leadership to assist in day-to-day management of the SHINE program. Specific responsibilities include:

- Works closely with SHINE Liaison and volunteer leadership to promote and coordinate educational events;
- Works in collaboration with the SHINE Liaison and volunteer leadership to promote and support the SHINE Program publicity and recruitment goals using only DOEA approved materials;
- Responsible for publicizing the SHINE Program and informing appropriate groups and citizens in their community about services and volunteer opportunities with SHINE;
- Conducts follow-up activities with volunteers, partners and clients to ensure attendance at scheduled events;
- Attends meetings and conference calls with other SHINE volunteers for local training and ACL or CMS updates;
- Attends and completes all required SHINE training, as scheduled by the Department of Elder Affairs;
- (Where applicable) Assist with local program recruitment, targeting special populations including bilingual, professional, youth or other applicable populations throughout the Planning and Service Area; and
- Accurately completes STARS Beneficiary Contact and Group and Outreach Education forms and other reporting forms, as appropriate, to assure continued funding.

VOLUNTEER BENEFITS: Ability to improve the lives of fellow citizens, professional training classes and resource materials, local and statewide volunteer recognition events, awards or items for eligible volunteers, mentoring and technical assistance, and reimbursement of pre-approved program expenses.

TIME COMMITMENT: Sixteen hours per month after completing initial training and mentoring; a two-year commitment to the program overall is requested. If one-on-one counseling sessions are taking place requirement to report all beneficiary contacts in STARS (SHIP Tracking and Reporting System) and SIRS (SMP Information and Reporting System).

WORK LOCATION: AAA/ARC/ADRC – SHINE office, surrounding communities and home office as arranged on a local basis.

TRAINING REQUIREMENTS:

- Required to receive ACTIVE SHINE Volunteer Counselor status;
- Routine local trainings, quarterly or monthly;
- Six required sessions of mentoring with a seasoned volunteer or local Liaison/Leadership member;
- STARS and SIRS Training;
- Presentation Skills training (Mandatory); and
- Long-Term Care Counseling Specialist training (optional).

REPORTING RELATIONSHIPS: Local volunteer leaders (Area Coordinator (AC) and/or Local Coordinator (LC)) report directly to the SHINE Liaison in reference to local programmatic issues. The SHINE Liaison reports to the Statewide Program Director. The Volunteer Outreach Specialist reports directly to the SHINE Liaison and Volunteer Leadership.

METHOD AND PROCESS OF APPOINTMENT: The AC, LC, and Liaison recruit and screen potential volunteers. DOEA staff determines suitability and approves counselors for ACTIVE status based on satisfactory completion of required training, mentoring, paperwork, and background screening. Volunteer counselors will remain INACTIVE until all new counselor requirements have been met. During this time volunteers may shadow and assist ACTIVE volunteer counselors in activities not involving direct client contact.

PERFORMANCE EVALUATION: The SHINE Liaison and/or Local and Area Coordinators may periodically assess volunteer performance. These individuals may also recommend further training or provide guidance regarding the Outreach Specialist's roles and responsibilities. Release from participation will be determined by the local AAA/ARC/ADRC.

RESOURCES AVAILABLE: Role-specific guidance and assistance is available via local leadership and appropriate central office staff. Technical assistance and information updates affecting Medicare, Medicaid, Prescription Assistance, Long-Term Care, other health insurance, and volunteer roles and responsibilities. All *pre-approved* expenses for volunteer travel or materials and supplies are reimbursable in accordance with local AAA/ARC/ADRC policies.

Volunteer responsibilities are consistent with the scope of the Vision, Mission and Values of the Department of Elder Affairs. Volunteers are defined in *Chapter 110.501, Florida Statutes*. Funding is provided through the Administration for Community Living (ACL).