



Sydney's Book Club Volunteer Opportunities

Do you love to read? Do you enjoy kids? Are you looking for a way to make a difference? Volunteer with Sydney's Book Club ignite and inspire a child's love of reading by your influence!

Volunteer Positions & Descriptions:

Social Media Marketing Manager

Develops and implements the organization's social media strategy, including marketing plans that leverage social media outlets. Responsible for development and maintenance of online content that attracts attention, generates interest, and is easily shared with social networks. Establishes relationships with bloggers and other members of the online community.

Social Media Graphic Designer

Under general supervision, a highly motivated and highly creative digital/web/social media designer will work with the Creative Director to design various social media graphics for marketing purposes. Primary responsibilities and duties include:

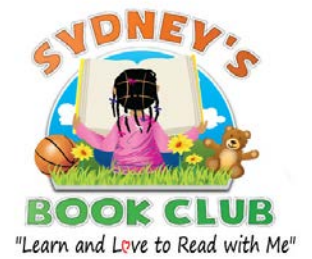
- Assist with design of social media posts, web page graphics, infographics, and print material
- Design delivery across a wide array of experience types including gestures, touch, mobile and print
- Assist with collateral production such as applications, blogs, web sites, videos and presentations
- Support multiple projects simultaneously
- Stay up-to-date in the Social Networking world
- Support the team with your knowledge of HTML, CSS, and Adobe Creative Suite
- Utilize project plans to execute initiatives and campaigns on schedule
- Assist with marketing and scheduling of social media posts
- Perform other duties, as assigned

Partnership Liaison

- Develop strategies to expand Sydney's Book Club cross/cause marketing campaign.
- Develop corporate prospecting plan, sales materials and lead pitch presentations to secure additional partners.
- Build partnerships with a focus on raising funds for SBC mission and programs.

Resource Developer

- Raise awareness about Sydney's Book Club and corresponding events in the local community.
- Develop individual fundraising activities that individuals or groups may get involved in to raise awareness and financial support of the SBC mission.
- Leverage connections with local businesses, community groups, and other individuals to maximize participation and support of the SBC mission and events.
- Promote sponsorship opportunities for SBC and events



Grant Writer

Grant Writer would be responsible to research, identify and respond to grant opportunities which meet the needs of SBC, seeing the grant proposal through from start to finish.

Prepare, submit and manage grant proposals.

Perform prospect research on foundations and corporations to evaluate prospective grants.

Comply with all grants as required by corporate/foundation donors.

Establish and maintain good rapport with current donors.

Maintain accurate records in database of all grants and donations.

Track statistics relevant to development and report metrics and data to donors as needed.

Social Media Guru

Social Media Volunteer Responsibilities (include but are not limited to the following): Monitor organizations accounts and mentions on various social platforms, including Facebook, Twitter, Instagram, Tumblr, and others

Assist in scheduling and populating profiles

Explore the brainstorming and strategy processes of social media marketing

Track social media for emerging trends / stories and best practices

Manage regular profile updates and post history

Book Club Hosts and Volunteer Readers (as needed)

We are seeking friendly, fun volunteers to share the joy of reading with kids ages 3-5, in a group setting in bookstores, libraries, preschools, Head Start classrooms, and child care centers throughout Central PA and Eastern NC.

Reading to preschoolers and their parents

Doing crafts with the kids

Introducing new words to the children

Encouraging parents to be proactive

Working vendor tables

Passing out/posting marketing materials

Blogging

Picking up supplies

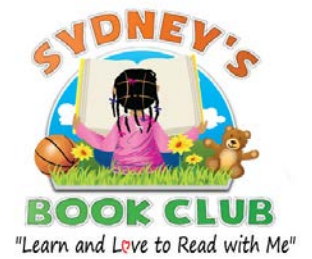
Attending various events on behalf of SBC

Literacy-Chat Moderators

Our Literacy-Chat Moderators help ask interesting questions, get dialog started between Twitter'ers to respond and interact in interesting conversations. You also work with the Social Media Manager to post topics from our site to the SBC Facebook page. (This could also be the same person.)

Social Media Street Team

This is a group of Twitter'ers, Bloggers and Facebookers who support SBC in their circles of influence! They tweet, blog, Facebook, highlight or otherwise shout-out what we're doing and how their audience can learn more about SBC.



The Literary Crew

If you enjoy writing, blogging, reading and/or researching topics this could be the position for you! We need bloggers who enjoy writing on a specific topic of interest to post regularly on the site. If you have an outside blog, this could be a perfect place to promote readership to your blog (we love supporting our members). We're adding webinars to the SBC repertoire and on occasion will interview authors and experts of a wide variety of literary topics. If you like reaching out to experts, identifying the experts for upcoming interviews you might enjoy being part of the Crew.

Crafty Volunteer

If you're a person who is creative, artistic and very hands on this could be the position for you! We need individuals to produce/make customized/personalized preschooler literacy crafts. Your crafts will be used as a blog, added to our curriculum, and promoted via our social media! If you're up to this creative challenge, we can't wait to hear from you!

Virtual Volunteer Requirements and Time Commitment:

We ask that you commit to a minimum of 3-5 hours per month, for a minimum of six months. All virtual positions are work at your leisure as long as you meet the needs of the project and their specific deadlines. Positions will require computer, computer equipment, some design software, and other specific requirements are noted in position description.

Volunteer Orientation, Training and Requirements (Direct opportunities):

To fully support our volunteers and ensure their success, we require they attend a local book club event in which they will receive firsthand experience. You must attend an event before reading and the hosting is allowed.

Direct opportunities, specific days and times will vary based on your availability and the site's specific needs.

Requirements:

- Have a big smile and sense of humor
- Ability to read aloud books with character
- Be able to pass criminal background
- Have dependable transportation and valid licenses

Desired Qualifications:

- Experience working with children
- Love to read

To express interest in volunteering, please forward your resume and completed volunteer application to info@sydneysbookclub.org