



## **Appendix A**

### **Sample Job Description**

NYC Student Initiative for AIDS (NYC SIA) is a student-run nonprofit that seeks to mobilize young people to take action against the HIV/AIDS pandemic.

Currently, NYC SIA is organizing a weeklong HIV/AIDS awareness campaign for World AIDS Week. Activities will include panels on HIV/AIDS and Gender Inequality and Access to Essential Medicines, free HIV testing in dormitories and a movie screening. Through this project, SIA hopes to 1) Draw awareness to the global pandemic; 2) Educate students on current issues relating to HIV/AIDS; 3) Recruit new members to the organization.

The Marketing Chair is responsible for publicizing the World AIDS Week Campaign to the public to 1) Ensure students come to the events and 2) try to gain local press coverage to increase visibility of the organization. The Marketing Chair works with the local press, oversees NYC SIA's Web site, creates flyers and posters for the events and proofreads any public statements that SIA releases at this time. The Marketing Chair also oversees the Marketing Committee for the project, consisting of 5-10 volunteers. The Marketing Chair reports to the Project Manager.

The Marketing Chair is expected to contribute 4-5 hours of work a week.

The Marketing Chair should possess:

- A strong eye for graphic design and layout
- Excellent written and oral communication skills
- Excellent editing skills
- Leadership qualities
- A working knowledge of public health issues
  - Experience in print or broadcast journalism a plus
  - Experience in graphic design and/or web design a plus