

2020 LearnServe Youth Advisory Board: Marketing & Communications Sub-Committee Role Description

Intended Start Date: September 2020

End Date: May 2020

LearnServe International:

LearnServe International equips middle and high school students from diverse backgrounds with the entrepreneurial vision, tenacity, confidence and leadership skills needed to tackle social issues at home and abroad.

Program Description:

The Youth Advisory Board (YAB) serves to engage LearnServe students and alumni across programs to act as a new branch of LearnServe leadership—functioning as the official student liaison and voice for all LearnServe program and development strategy. There will be 5 official sub-committees (Marketing & Communications, Events, Recruitment, Ambassadors, & Alumni Engagement), plus the Student Action Summit team, and they will meet monthly.

Marketing & Communications Sub-Committee Member Role Overview:

We are looking for proactive, dedicated, and team-oriented students who want to engage more with the behind-the-scenes of LearnServe's strategy and development. All YAB members will provide their honest feedback on potential strategic decisions, new curriculum, outreach efforts, etc., within the organization.

The Marketing and Communications Sub-Committee heads will work closely with the Alumni Sub-committee, the Events Sub-committee, and the Recruitment Sub-committee to design marketing materials and advertise for these committees' needs. Marketing and Communications Sub-committee members will also have professional development opportunities to improve their communications, project & event planning, and analytical skills.

Projects:

- Creating marketing materials for Holiday Alumni Event
- Assisting with Alumni Storytelling Initiative
- Designing recruitment materials
- Advertising marketing materials
- Designing LearnServe merchandise

Note: As these projects are student led, members may choose to add to or modify existing project plans

Desired Skills:

- LearnServe Program Alum
- Leadership and organization skills
- Attention to detail
- Creative mindset
- Familiarity with social media platforms

Expectations:

- **Hours** - 5-7 hours/month
- **Format** - Virtual (may transition to in person if and when public health safety measures allow)
- Attend monthly YAB meetings (Wednesdays, 2 hrs) and Sub-committee meetings
- Facilitate at least 2 Hackathons during the program year

Professional Development:

- Learn about behind-the-scenes aspects of a not-for-profit organization via presentations from staff about partnerships, development, outreach, funding, etc.
- Coaching on how to facilitate and lead the LearnServe Method of Social Entrepreneurship
- Learn how to lead a group of students in developing their own social ventures for the LearnServe Hackathon
- Network with and receive mentorship from alumni and staff

Assessment:

The Youth Advisory Board will hold a group mid-year reflection as well as an end of year progress evaluation. This will be a space for members to reflect on progress made, assess workplace efficiency, and revise plans for the rest of the year. Sub-committee heads can raise concerns or questions on their individual projects as well as group dynamics or working relationships, and brainstorm steps to improvement.

End of Year Showcase:

At the end of the Youth Advisory Board program year, the Marketing & Communications Sub-committee will present their accomplishments and learnings to the rest of the YAB and the LearnServe Team. This presentation can be in any format that the students choose.

Terms

Service hours available, depending on school

To Apply

Fill out the application on the website and indicate the desired Sub-committee role by the deadline

Questions? Reach out to LearnServe Programs Manager, Florence Rivkin (florence@learn-serve.org)