**AARP Foundation Tax-Aide Partnership and Communications**

**Specialist (PCS) Position Description**

***Program****:* AARP Foundation Tax-Aide provides free personal income tax assistance and tax preparation to low- and moderate-income taxpayers, with special attention to those aged 50 and older.

***Purpose of Position***: The State Partnership and Communications Specialist works with the AARP Foundation Tax-Aide State Coordinator (SC) to help support volunteer recruitment, program promotion, and partnership activities at the state (split-state) level.

***Responsibilities of Position***: Supported and guided by the SC, the policies and procedures of AARP Foundation Tax-Aide, and the AARP Foundation Tax-Aide Outreach Manager, the Partnership and Communications Specialist:

* Serves as a member of the State Management Team.
* Identifies, with the local SMT, program needs in the state such as:
  + Volunteer Recruitment—leaders, counselors, client facilitators, and/or increasing volunteer diversity.
  + Program Promotion—grassroots marketing and media efforts to reach new taxpayers.
  + Partnership Development—local relationships with community service or other organizations to obtain donations, increase service and other support.
* Ensures that all program materials used in the state are current, containing the correct messaging, boilerplate and regulatory language, and creative (e.g., logos).
* Maintains a working relationship with AARP’s State Office, particularly its communications staff, related to volunteer recruitment and program promotion activities. SC and PCS determine who will be the main point of contact to work directly with the AARP State Office communications staff to help streamline efforts.

***Qualifications***: The PCS must have the ability to implement and oversee communications activities with regard to state/split-state volunteer recruitment and program promotion. Previous experience in public relations, marketing, writing, editing, social media, and/or working with the media is desirable, but not required. Not required to be a certified counselor, but program knowledge is critical.

***Term of Service:*** The PCS is appointed for a two-year term, contingent upon satisfactory annual review. Mid-cycle appointments are effective to the end of the current cycle and the PCS may be reappointed for subsequent two-year terms.

***Eligibility***: The PCS is eligible for other AARP or AARP Foundation volunteer positions, but may not concurrently hold any other AARP Foundation Tax-Aide State Management Team or Regional position.

***Time Required*:** Time commitment varies according to needs in the state/split-state, but, generally, the greatest activity will occur from August to March when volunteer recruitment and program promotion communications take place.

***Training Required:*** The PCS must acquire knowledge of Tax-Aide practices related to volunteer recruitment and program promotion communications and all other procedures associated with the program and its volunteers, as well as a basic orientation to AARP Foundation, as provided by the National Office.

***Travel Required***: Travel to meetings concerning communications planning (e.g., with AARP State Office staff) and implementation of communications activities, as needed.

***Appointment and Supervision***: The PCS is appointed by the State Coordinator with concurrence by the Regional Coordinator and reports directly to the State Coordinator.

***Scope of Authority:*** The PCS is responsible to the State Coordinator.

***Working Relationships***: The PCS works with AARP Foundation Tax-Aide Outreach Manager in the National Office, Regional, State Management Team, Local/District Coordinators, AARP State Director and/or AARP State Office communications/outreach staff, IRS designated representative, and the media in their state.

***Progress Review***: The PCS's performance is monitored on an ongoing basis and reviewed annually by the State Coordinator.

***Available Resources***: The PCS will be afforded the necessary guidance, training and materials needed to facilitate responsibilities. Additional support and/or training are provided from the AARP Foundation national and AARP state office staff, National Leadership Development Committee, and the State Coordinator. AARP Foundation Tax-Aide reimburses volunteers for covered program related expenses as set out in the AARP Foundation Tax-Aide Policy Manual.

***Volunteer Policy***: AARP Foundation volunteers will receive equal opportunity and treatment throughout recruitment, appointment, training, and service. There will be no discrimination based on age, disabilities, gender, race, national or ethnic origin, religion, economic status, or sexual orientation.