



Volunteer Role Description

Campaign Development Volunteer – Press

GMFA's vision and mission statement:

- Vision** – GMFA wants a gay community where individuals are able to make informed choices about their health, and a society that embraces equality and respects the right of people to make informed choices.
- Mission** – Improving gay men's health by increasing the control they have over their own lives.

Role

To work with the mass media Project Manager and other advertising campaign development volunteers to create advertising campaigns.

Specific responsibilities

As part of the campaign development group: to have a clear understanding of a campaign's aims; to develop advertising concepts and text that meets the aims of the campaign.

Experience and Requirements

Advertising campaign development volunteers must have a basic understanding of how press advertising works.

Volunteers must be able to work productively within groups.

Health promotion, creative thinking, copy writing and editing skills are all useful for developing advertising campaigns, though not essential requirements.

Commitment required

The entire process for creating an advertising campaign at GMFA usually takes between 3 and 5 months. Although attendance is not compulsory at all meetings, volunteers will be expected to honour any commitments that they make to the group and should aim to attend as many meetings as possible. The frequency of meetings is variable depending on need, but generally meetings are held once a fortnight. Volunteers will be expected to do some work between meetings.

Authority

Where possible, advertising campaign development groups work by consensus so authority will normally be with the group developing the intervention.

Benefits

Working on advertising campaigns will develop a range of health promotion and media skills and increase knowledge.

Potential Frustrations

An individual's ideas may not be used.

The campaign may require a number of amendments as it goes through pre-testing, peer-review and approval processes.

Potential Satisfactions

GMFA's advertising campaign development volunteers usually feel a strong sense of pride in, and ownership of, published campaigns. GMFA's advertising probably has the highest profile of any of GMFA's projects with major campaigns typically being seen by between 40% to 50% of gay men in London.