



Volunteer Role Description

Campaign Copy Writer / Text Editor 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 copy writer / text editor volunteers to create advertising campaigns.

Specific responsibilities

As part of the text editing subgroup of a campaign development group: to develop clear and effective advertising copy, appropriate to the campaign's target audience and that meets the campaign development group's brief and the aims of the campaign.

Experience and Requirements

Copy writer / text editor volunteers must have demonstrated an ability to use words creatively and have an understanding of how press advertising works. Copy writer / text editor volunteers will usually also be a part of the campaign development group.

Volunteers must be able to work productively within groups.

Commitment required

The entire process for creating an advertising campaign at GMFA usually takes between 3 and 5 months. Specific copy writing and / or text editing meetings may be called as required. It is not likely that there will be more than a couple of these meetings in the development of a single campaign.

Authority

Where possible, copy writing groups work by consensus so authority will normally be with the group developing the intervention.

Benefits

Working on the text for 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.