



Volunteer Role Description Media Evaluator

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

The delivery of GMFA Media Pre-testing.

Specific responsibilities

To implement GMFA Media Pre-testing in conjunction with other volunteers and to adhere to the pre-testing briefing.

To receive feedback on interventions without distorting the views being given.

Volunteers are not obliged to put themselves forward for any specific pre-testing-commitments, however they are expected to honour any commitments that they have chosen to make.

Experience & Requirements

Must have good communication skills.

Must be able to keep clear records of responses received.

Must not have been involved in development of the intervention being pre-tested.

Authority

Authority over a pre-testing session will usually rest with the Project Manager.

Benefits

Gain a greater understanding of GMFA's media production process, how feedback influences our campaigns.

Fun (gay men say the funniest things).

Potential Frustrations

Approaching ten to twenty strangers and engaging them in one evening can require a bit of courage and a lot of energy.

Some respondents may present very unexpected and on rare occasions, very difficult challenges.

Potential Satisfactions

Personal fulfillment through positive feedback on the work in hand and GMFA in general.

Involvement in the development of successful campaigns.