

# Volunteer Role Description

## Small Media Development Volunteer

### **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 small media Project Manager and volunteers to create small media resources, such as postcards, booklets and leaflets.

### **Specific responsibilities**

As part of the development group: to have a clear understanding of the aims of the small media resource and to help develop visual concepts and text that meets those aims.

### **Experience and Requirements**

Small media development volunteers must have a basic understanding of how small media works. Volunteers must be able to work productively within groups. Health promotion, creative thinking, copy writing, design and editing skills are all useful for developing small media, though not essential requirements.

### **Commitment required**

The entire process for creating a small media resource at GMFA usually takes between 3 and 6 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, small media development groups work by consensus so authority will normally be with the group developing the intervention.

### **Benefits**

Working on small media resources will develop a range of health promotion, communication and creative skills and increase knowledge.

### **Potential Frustrations**

An individual's ideas may not be used. The resources may require a number of amendments as it goes through pre-testing, peer-review and approval processes.

### **Potential Satisfactions**

GMFA's small media development volunteers usually feel a strong sense of pride in, and ownership of, published resources. Results from the gay men's sex survey shows that men prefer written interventions over face-to-face interventions and so volunteers feel that they are working towards something that the target audience wants.