

**POSITION TITLE:** Public Outreach Coordinator

**UPDATE DATE:** 7/2021

**UPDATED BY:** Public Outreach Coordinator (Panel 59, 2019-2021)

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#### **POSITION DESCRIPTION**

The Public Outreach (PO) Coordinator is the primary conduit between WSO and outreach to media, professionals, facilities, and organizations within WIUPMI-Area 61 informing them about who we are, what we do, and how to get in touch with Al-Anon. This Area Coordinator oversees, inspires and guides a network of Public Outreach Coordinators at the District level. The Public Outreach Coordinator works closely with the Area Website Coordinator to ensure that the site is timely and reflects the full scope of outreach services carried out by the Area (and its districts) to the media, professionals and potential Al-Anon/Alateen members. The Public Outreach Coordinator may choose to create an alternate and/or committee to help fulfill the duties of this position.

#### **JOB REQUIREMENTS**

- ❖ Computer access and proficiency with Internet browsing/research, email, and Microsoft Suite including Word, Excel and PowerPoint.
- ❖ Access to a phone, ideally a smartphone with texting proficiency.
- ❖ Access to a car to facilitate attendance at state-level policy roundtables with professionals.
- ❖ Ideally, living close to greater Milwaukee or Madison would enable ease in interacting with the media and professionals in that area.
- ❖ Proficiency in communicating with professionals and media in WIUPMI-Area 61, and in explaining what Al-Anon is and is not to them, including communications in one-on-one situations, in group settings, and as a presenter.
- ❖ Team leadership in building, guiding and inspiring a network of AFG District-level PO Coordinators who can carry out PO activities at the District level.
- ❖ Resourcefulness in engaging Area AFG members with experience in marketing, advertising, database acquisition and management, public policy, public health, and people who can support the work of Area Public Outreach throughout the state.
- ❖ Working knowledge of Traditions and Concepts of Service.

#### **DUTIES & RESPONSIBILITIES**

- ❖ As needed
  - Ongoing duties and responsibilities are identified in detail in materials provided to the Public Outreach Coordinator by past coordinators. Information provided in Appendix B (composed by recent leadership) in those materials will be helpful.
  - Keep up to date of postings on AFG Connects for Public Outreach Coordinators.
  - Following your term, act as a mentor to your successor.
- ❖ Monthly
  - Email all DRs and District-level PO Coordinators with latest public outreach ideas for incentivizing them to carry out these activities within their districts. Ask them to share any success stories that can inspire PO activities in other districts.

- ❖ Quarterly
  - Conduct teleconferences (ideally via Internet using services such as Skype or Google Hangouts) with District-level PO Coordinators, and the Area Web Site Coordinator.
  - Attend state-level policy/professional roundtables, either in person or remotely by phone.
  - Participate in WSO-level teleconferences that share best PO practices among Areas within the Worldwide Conference of Al-Anon.
- ❖ Semi-annual
  - Attend Spring & Fall AWSC meetings and Spring and Fall Assemblies. Submit your report to the Secretary by the deadline.
  - Meet with District-level PO Coordinators at Spring and Fall Assemblies to coordinate and direct overall work of Public Outreach for the Area-at-large. Include the Area Webmaster.
  - Take a leadership role on the Public Outreach Committee.
- ❖ Annual
  - Create a Master Calendar of key dates (such as holidays, Addiction Month, Recovery Month, etc.) related to AFG mission and coordinate with WSO news releases tied to these dates.
  - Develop a key theme for the year to help focus and guide PO Area activities during the year.
  - Submit a brief annual report to the Area Chairperson, Regional Chair and WSO Public Outreach staff members detailing activities carried out in that Master Calendar year.
- ❖ End of term
  - Schedule a Position Turnover Meeting with your successor immediately after the Fall Election Assembly to begin preparing her/him to be able to fulfill the position at the beginning of the new term (January 1). Hand over all materials that you will not need to fulfill your duties through the end of your term. Hand over any materials held back after your term ends.

#### **PUBLISHED RESOURCES**

- ❖ Area Public Outreach Coordinator Guideline (G-38)
- ❖ Al-Anon/Alateen Public Outreach Service Guideline (G-10)
- ❖ Al-Anon/Alateen Public Outreach Service – Outreach to Professionals Guideline (G-29)
- ❖ Al-Anon/Alateen Public Outreach Service – Outreach to Institutions Guideline (G-9)
- ❖ Services in Correctional Facilities Guideline (G-14)
- ❖ A Meeting on Wheels Guideline (G-22)
- ❖ The Best of Public Outreach Booklet (P-90)
- ❖ Attracting and Cooperating Pamphlet (S-40)
- ❖ Area Highlights Newsletter
- ❖ Alateen Talk Newsletter
- ❖ Al-Anon/Alateen Service Manual
- ❖ WIUPMI-Area 61 Policy Manual

#### **OTHER RESOURCES**

- ❖ WSO's AFG Connects
- ❖ Former Public Outreach Coordinators