



## Skills-based and pro bono volunteering – Service Leader role: “Communication Consultant”

Leveraging a skills-based service leader with communications experience — either a pro bono volunteer or a board member — is a smart way to ensure all critical information and promotional messaging is created and effectively communicated to the proper audiences throughout the various phases of the project (scoping, sourcing, implementation, evaluation, and recognition and celebration.)

### Responsibilities:

- Help put in place the right communication plan with the adapted media
- Generate a source of volunteers via social media campaigns and web presence
- Develop messaging required for various phases of the project
- Reach out to the local media when necessary

### Qualifications and skills needed:

- At least 2 years of communications/writing experience — if possible in a small business environment
- Strong knowledge of various media channels, including social media
- Strong communication and writing skills

### New skills and competencies developed:

- Ability to find solutions with limited resources
- Knowledge of the nonprofit sector and volunteer management
- Teaching/sharing business knowledge for improving processes
- Leadership
- Ability to influence

HandsOn Network Action Centers have more great [skills-based and probono volunteer resources](#) to help you implement your projects. Find a [HandsOn Network Action Center](#) near you.