Returned Peace Corps Volunteer Communications and Outreach

Project Title	Returned Peace Corps Volunteer Communications and Outreach
Project Summary	Helps deepen our understanding of the complexity and diversity of the Returned Peace Corps Volunteer (RPCV) community, creates improved audience segmentation, and helps develop and execute strategies for expanded outreach and engagement with Returned Peace Corps Volunteers (RPCVs).
Country	United States

Project Description

This project will allow the Office of Third Goal & Returned Volunteer Services to improve outreach, communication and engagement with Returned Peace Corps Volunteers (RPCVs) regarding, but not limited to: employment opportunities, the collection of stories from RPCVs, and RPCV-relevant events. The work may entail audience research and analysis, the development of audience-specific messaging and communications strategies and the development of data-informed content in alignment with established and new communication strategies and priorities. This includes curating stories, writing content for email newsletters and the development of social media posts. This project also may also involve transcribing and uploading videos to YouTube and associated customer service support. Other duties as may be assigned as needed.

Required Skills or Interests

Skill(s)
Graphic design
Infographic design
Marketing
Social media management
Storytelling/blogging/vlogging
Writing

Additional Information

Experience with digital communications is preferred, including audience research and digital content (including social media) development.

Language Requirements

None