

# Public Outreach Coordinator's JOB DESCRIPTION

Introduction: The elected officers and appointed coordinators (3-year term) of Southern California World Service, Inc., are the board members of SCWS, Inc., a legal 501(c)(3) Not-For-Profit Corporation. The coordinators act in accordance with the spiritual principles of Al-Anon Family Groups while conducting the duties of their position for the Area, mileage and expenses for which are reimbursed according to approved budget. The coordinators accept additional demands on their time and possess some special skills relevant to their position. Members of Al-Anon in SCWS who also are members of A.A. are not eligible to hold any office beyond the group level.

1. **ELIGIBILITY / QUALIFICATIONS** – Active member of Al-Anon in CA(S) with working knowledge of the 12 Traditions and 12 Concepts, current Service Manual and KBDM (Knowledge-Based Decision Making). Suggested: prior experience with Al-Anon/Alateen P.I. projects. Is comfortable representing Al-Anon in public with full name while maintaining anonymity at the level of Press, Radio, Films and TV, and Internet. Have an understanding of Area and World Service structure. Must keep executive confidentialities.
2. **OFFICIAL DUTIES / RESPONSIBILITIES** – To help the Area spread the word about Al-Anon/Alateen to members of the general public, Disseminate information received from the WSO, typically in four parts: 1. Public Information (P.I.) resources; 2. Info on latest PSA and ideas on how to distribute it to the public; 3. A list of Radio and TV stations that have received the latest PSA from the WSO so that we may identify TV Stations that have not been contacted, and provide a PSA to them and advise the WSO; 4. One or several P.I. project ideas that the WSO wants the areas to adopt or carry out. Coordinate inquiries forwarded by the WSO from people in our Area or that we receive from local organizations and pass them on to the appropriate District, and report to WSO. Display PI banner at Assembly meetings. Coordinate the use of PI banner throughout the So Cal area. Encourage the use of CAL in PI work. Support all P.I. projects carried out by districts and intergroups. Gather information on district and intergroup PI projects to avoid duplication of effort. Cooperate with Spanish Coordinator to staff Al-Anon booth/table. When invited, speak about public outreach at meetings and District meetings. Be flexible and willing to initiate a PI project such as participating in Annual LA Times Festival of Books or renting billboards. Participate in two to four WSO conference calls a year to share experience with other Area PI coordinators. Prepare and present written report for each quarterly SCWS meeting and email to Secretary and Bulletin Editor. Cooperates with the other two Outreach coordinators to fulfill requests from public entities: various requests may overlap between coordinator positions. Has voice and vote at Board and Committee Meetings.
3. **BASIC SKILLS / PERSONAL QUALITIES / EXPERIENCE NEEDED** – Ability and flexible time to represent Al-Anon at the public level, assemble volunteers and committees. Comfortable making phone contacts. Is accessible, available, responsive, and flexible. Is able to communicate effectively, prepare written reports and meet deadlines.
4. **ADDITIONAL SKILLS NEEDED** – Creativity and problem solving skills. Has a strong sense of responsibility, able to prioritize and work independently or as a team member.
5. **EQUIPMENT / TECHNOLOGY NEEDED** – Computer, email with attachments, word processing, spreadsheet software (for tracking Area panel and volunteer information).
6. **REALISTIC TIME COMMITMENT OF THIS POSITION** – It is helpful to be able to call during the workday. Attends 8 SCWS meetings per year, 7-8 hours each, with a prepared report: Feb, Aug Committee (3<sup>rd</sup> Sat) and May, Nov Assembly (3<sup>rd</sup> Sat) and Jan, Apr, Jul, Oct Board (Sun). Attend the Annual SOS or TEAM event and support events of other coordinators.
7. **PREPARATION** – Knowledge of the Guidelines for service in Public Outreach (G-9), Best of Public Outreach (S-40). Have a good understanding of attraction vs. promotion. Talk with past SCWS Public Outreach Coordinator. Notebook with detailed procedures will be provided at Turnover Meeting.
8. **TRAVEL** – Travel, when asked, to Districts. May travel to TV station, etc., to personally meet the staff. May attend one service event outside SCWS Area during three-year term. Makes own travel arrangements, within budget guidelines.
9. **PAGE REFERENCES** – See Concept 11 in *Service Manual*. See SCWS Bylaws. Read public outreach information on WSO members website: [www.al-anon.alateen.org/members](http://www.al-anon.alateen.org/members).