

*Green Bay Area*

# NEWCOMERS NEIGHBORS

A single knock opens many doors.

**Volunteers welcomed and needed!** We are looking for the right candidate who would enjoy providing the public interesting opinions and articles on the Green Bay Area. We are looking for people interested in filling the following positions:

**Resource Guide Editor** The Resource Guide Editor will utilize Adobe InDesign (CS5 or higher - not provided) and other tools to maintain a 40-page book of information. The Editor must have knowledge of InDesign and other Adobe tools and will also be required to assist in creating and managing business listing/ads in the guide. There is an opportunity for college credit. Anyone interested should contact Joleen Allard.

### **Social Media Specialists**

The Social Media Specialist (Blog) will spend two to three hours weekly creating casual works for use on the organization's blog. The volunteer will need to apply basic journalism and research skills to craft detailed articles about the Green Bay area. This volunteer may also assist the Social Media Manager with the creation and maintenance of social media, such as Pinterest.

The Social Media Specialist (E-Blast/CC) will spend two to three hours weekly creating email-based newsletters. The volunteer will need to apply basic journalism and research skills to craft letters targeted to subscribers, generally from the Green Bay area. This volunteer may also assist the Social Media Manager with the creation and maintenance of social media.

The Social Media Specialist (Audio/Visual) will spend two to three hours weekly taking photo and video for use on the organization's social media pages. The volunteer will need to apply basic audio-visual communication and editing skills to create multimedia about the Green Bay area. This volunteer may also assist the Social Media Manager with the creation and maintenance of social media, including (but not limited to) YouTube, Instagram, and Snapchat.

Parties interested in an SMS position should contact Jacob Kulis or Joleen Allard.

## ABOUT US

Our organization offers a wide array of services that can make your transition much smoother and more rewarding. Many of our New Residents become family and stay on to enjoy our numerous activities! Please feel free to explore our website, contact us with any questions, and let us be the first to welcome you to the Green Bay Area!

## CONTACT

JOLEEN ALLARD, Owner/Operator  
(920) 680-7437 - [joleen@greenbaynewcomers.com](mailto:joleen@greenbaynewcomers.com)

JACOB KULIS, Social Media Manager  
(719) 308-1910 - [jacdankul@gmail.com](mailto:jacdankul@gmail.com)

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**Description** The Resource Guide Editor will utilize Adobe InDesign (CS5 or higher – not provided) and other tools to maintain a 40–page book of information. The Editor must have knowledge of InDesign and other Adobe tools and will also be required to assist in creating and managing business advertisements in the guide. There is an opportunity for college credit.

**Responsibilities** Individual will do the following in this position:

- Update information and advertisements of the resource guide
- Utilize a variety of tools, especially InDesign, to edit the resource guide
- Research information regarding resources in the area
- Communicate with businesses on advertising information
- Meet deadlines

**Requirements** Individual must possess the following skills to be successful in this position:

- Graphic design skills, including an attention to detail
- Access and ability to use Adobe software, especially InDesign
- Professional demeanor paired with strong interpersonal and communication skills
- Ability to work under pressure in order to meet changing deadlines
- Dependence and flexibility
- Ability to work in a team environment

**Training will be provided.** However, the individual must possess the listed requirements to be successful.

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**Position Details** Individual will do the following in this position:

- Generate post ideas
- Research the information necessary for the post
- Interview residents, organizations, and others on their interests or history of the area
- Write articles and publish them on the organization's webpage using tools including (but not limited to) Google Drive and Wordpress
- Other tasks as assigned

**Requirements** Individual must possess the following skills to be successful in this position:

- Pre-existing experience preferred
- Ability to drive traffic to a blog and update the blog regularly with meaningful posts
- Ability to generate/sustain a two-way conversation that leads to a sense of community and reader loyalty
- Excellent grammar and proofreading skills
- Knowledge and accounts of social media pages
- An understanding of Search Engine Optimization (SEO)
- An understanding of copyright laws, including but not limited to those pertaining to blogging
- Communication skills to interview guests and feature businesses
- Knowledge and access to online calling software (Skype, Google Hangouts, etc.) and proper equipment
- Flexibility and dependability

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**Description** The Social Media Specialist (E-Blast/CC) will spend two to three hours weekly creating email-based newsletters. The volunteer will need to apply basic journalism and research skills to craft letters targeted to subscribers, generally from the Green Bay area. This volunteer may also assist the Social Media Manager with the creation and maintenance of social media.

**Position Details** Individual will do the following in this position:

- Utilize Constant Contact online software (provided) to create email-based newsletters (e-blasts)
- Research information, such as recipes and trivia facts, for use in the e-blast
- Modify elements such as background color, fonts, and graphics on a regular basis
- Update and maintain advertisements and links
- Other tasks as assigned

**Requirements** Individual must possess the following skills to be successful in this position:

- Excellent grammar and proofreading skills
- An understanding of copyright laws
- Knowledge and ability to implement graphic design skills
- Communication skills to interview guests and feature businesses
- Knowledge and access to online calling software (Skype, Google Hangouts, etc.) and proper equipment
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**Position Details** Individual will do the following in this position:

- Utilize approved camera equipment (not provided) to take high-quality photos and videos of the Green Bay area
- Utilize approved editing software (not provided)
- Visit locations in the Green Bay area and interview parties about their interests and history

**Requirements** Individual must possess the following skills to be successful in this position:

- Excellent photography and videography skills
- Ability to edit high-quality images
- An understanding of copyright and privacy laws
- Knowledge and ability to implement graphic design skills
- Communication skills to interview guests and feature businesses
- Access and understanding of camera equipment and editing software (not provided)
- Knowledge and access to online calling software (Skype, Google Hangouts, etc.) and proper equipment
- Flexibility and dependability
- Ability to work in a team environment

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