

Licensed Optician Phase 2 Year 1 Volunteer Opportunities

The Opticians Council of Canada (OCC) is currently recruiting volunteers for Phase 2 of the national marketing campaign. Please forward this to your administration, members, or opticians.

The OCC is an Opticians organization with representatives from all Canadian provincial regulatory bodies, associations and teaching institutions as participating delegates. Meetings of the OCC provide a forum for discussing issues of mutual interest such as the development of common policy issues that affect the eye health of the Canadian consumer.

Currently, OCC partners have been cooperating to develop consistent professional messaging to inform the public about the standard of eye health care and the accountability they can expect from opticians through a national professional identity campaign (the “campaign”).

The national professional identity campaign is a two-phased initiative. Phase 1 was to develop a brand identity for the opticianry profession and has been fully completed. Phase 1 culminated with an implementation plan that outline communication processes, channels, and priorities required to build momentum for the professional identity (the “brand”) among opticians. The implementation plan prepared opticians with the background they need for their role as brand ambassadors in Phase 2, which is about raising awareness among the public and building professional recognition via a national awareness marketing campaign.

Volunteer term: minimum 1 year

Start Date: March 1, 2010

Deadline: February 28, 2010.

Website: www.licensedoptician.ca

Please forward a brief email with the following to Connie Chong at cchong@cobc.ca:

- Volunteer position you're interested in
- Start date and availability
- Skills/experience/interests relating to the interested position
- Contact information

The following volunteer positions are available:

1) Media Relations Team Member (part of Public Outreach Committee)

Members of the media relations team will be responsible for marketing Licensed Optician to the public through media and external publications.

Duties:

- Writing press releases following the Licensed Optician brand guidelines to invite media to public outreach events
- Researching external publication opportunities
- Writing licensed optician articles/pitches to submit to external publications (eg: community newspapers to inform/give advice to people in community)
- Tracking external campaign published articles
- Media Tracking

Skills & Experience:

- Excellent written and verbal communication skills, which includes:
 - Writing in a style with content specific to the target audience; and
 - Educating the reader on topic(s).
- Media relations experience an asset
- Creative (ability to pitch stories)

Time Commitment:

- Flexibility in volunteer hours
- Will require more hours from March to July to prepare for the launch of the campaign
- From August to December, approximately 2 hours weekly to continue pitching to external publications and tracking
- Available to take media calls during the day

2) Communication Writers

Writers will be responsible for writing external (public) and internal (opticians and industry) promotional communication pieces.

Duties:

- Creating print copy following the Licensed Optician brand guidelines and imagery
- Write articles for internal newsletters
- Write articles for external newsletter
- Write blog entries for internal portion of website

- Write blog entries for external portion of website

Skills & Experience:

- Excellent written and verbal communication skills, which includes:
 - Writing in a style with content specific to the target audience; and
 - Educating the reader on topic(s).

Time Commitment:

- Flexibility in volunteer hours
- Will require more hours from March to July to prepare for the launch of the campaign
- Time to write monthly articles

3) Website Committee Helpers

The Website Committee is dedicated to the accurate portrayal of opticians and the increased visibility of the profession on the Internet.

Duties:

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| - Develop web copy adhering to the Licensed Optician brand guidelines and imagery |
| - Develop Licensed Optician website brand package (template and guidelines) for OCC members to update their website homepage |
| - Distribute website brand package to OCC members |
| - Track licensed optician website update completions |
| - Enforce social media outlets on OCC member websites |
| - Enforce online banner advertisement on OCC member websites |
| - Track public portal updates |
| - Develop public portal of Licensed Optician (Basic information/why go to an optician (disadvantage of ordering online/tips from opticians/corporations/tips of the week/submit your questions) |
| - Online marketing of Licensed Optician |

Skills & Experience:

- Excellent written communication skills, which includes:
 - Writing in a style with content specific to the target audience; and
 - Educating the reader on topic(s). Previous online marketing experience an asset
- Researching skills to find valuable resources about opticians for public

- Organized

Time Commitment:

- Flexibility in volunteer hours
 - Will require more hours from March to July to prepare for the launch of the campaign
 - From June - December, approximately 2 hours weekly
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4) Social Media Team Members (part of website committee)

The social media team is responsible for online marketing of Licensed Optician. If you enjoy posting on social media communities, writing blogs or participating in forums, this is the volunteer position for you.

Duties:

- Develop web copy adhering to the Licensed Optician brand guidelines and imagery
- Write Optician Blog entries
- Develop list of social media feed updates about the national campaign
- Develop list of social media feed updates about opticianry
- Develop list of social media feed updates/advice for the public
- Collect event photos to post on social media channels
- Collect event videos to post on social media channels
- Facebook
- Twitter
- Flickr
- Youtube
- LinkedIn
- Update Optician Definitions (eg: wikipedia)
- Post Licensed Optician blog entries (eg: Optician of the month & submit your stories/papers written by opticians, student projects)
- Participate in Optician Forum discussions
- Track social media marketing
- Evaluate social media marketing
- Engage in opticianry/industry/healthcare/Consumer/review blogs
- Engage in opticianry/industry/healthcare/Consumer/review Forums
- Licensed Optician Public blog (monthly themes of opticianry related advice - plan year in advance)
- Participation in community health blogs
- Participate in community health Forum discussions

Skills & Experience:

- Excellent written communication skills, which includes:
 - Writing in a style with content specific to the target audience; and
 - Educating the reader on topic(s). Previous online marketing experience an asset
- Experience with major social media outlets (MySpace, Facebook, Twitter), niche social media environments, popular message boards/forums, social bookmarking outlets (Digg, Delicious, Stumble Upon), video portals (YouTube, MetaCafe, Vimeo), knowledge place sites (Mahalo, Yahoo! Answers, eHow), etc.
- Researching skills to find valuable resources to post

Time Commitment:

- Flexibility in volunteer hours
 - Will require more hours from March to July to prepare for the launch of the campaign
 - Minimum: depending on the number of volunteers, 5 hours/week or half an hour/day
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5) Community Outreach Committee Helpers

The community outreach committee is responsible for providing opticians with the opportunity and the tools necessary to put a positive face on the profession, to educate members of the public about important eye health issues and to establish a record of community service.

Duties:

- Research upcoming eye health trends and forward information to website and communications committee (media, publications, websites, blogs, etc)
- Develop communication pieces to educate public (following the Licensed Optician brand guidelines and imagery)
- Market public education communication pieces
- Develop branded vision screening and public education program/events across Canada

Skills & Experience:

- Excellent written and verbal communication skills, which includes:
 - Writing in a style with content specific to the target audience; and
 - Educating the reader on topic(s). Previous online marketing experience an asset
- Research skills to find valuable resources about eye health trends/advice
- Organized

Time Commitment:

- Flexibility in volunteer hours
 - Will require more hours from March to July to prepare for the launch of the campaign
 - From June - December, continue researching community events and signing up OCC members to attend events.
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6) Public Events Team Members

The public events team is responsible for coordinating public community events opticians can participate in.

Duties:

- Develop list of community events opticians can participate in/offer services
- Develop list of organizations opticians can offer services
- Book community events across Canada
- Record community events on Licensed Optician calendar
- Recruit volunteers to coordinate community events
- Develop community event package (set up materials, proposal letter, collateral documents)
- Track event participation
- Evaluation for external campaign presentation improvements

Skills & Experience:

- Excellent written and verbal communication skills, which includes:
 - Writing in a style with content specific to the target audience; and
 - Educating the reader on topic(s). Previous online marketing experience an asset
- Event coordination experience an asset
- Research skills to find valuable resources about eye health trends/advice
- Organized

Time Commitment:

- Flexibility in volunteer hours
 - Will require more hours from March to July to prepare for the launch of the campaign
 - From June - December, continue researching community events and signing up OCC members to attend events.
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7) Sponsorship Team Members

Duties:

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| - Develop pitch for industry partnership |
| - Develop sponsorship package for industry partnership |
| - Adhere to the Licensed Optician brand guidelines and imagery for sponsorship collateral documents |
| - Make list of industry/partners to present to |
| - Track sponsorship presentations |
| - Request corporations to submit information to Public outreach committee (eg: new trends) |

Skills & Experience:

- Excellent written and verbal communication skills, which includes:
 - Writing in a style with content specific to the target audience; and
 - Educating the reader on topic(s). Previous online marketing experience an asset
- Organized

Time Commitment:

- Flexibility in volunteer hours
- Minimum term: March to December 2010
- Time to prepare sponsorship package, contacting and following up with potential sponsors and possible presentations.

Deadline to apply for volunteer opportunities is February 28, 2010.

Please forward a brief email with the following to Connie Chong at cchong@cobc.ca:

- Volunteer position you're interested in
- Start date and availability
- Skills/experience/interests relating to the interested position
- Contact information