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## **DRIVER SAFETY PROGRAM MARKETING SPECIALIST**

*“AARP believes that volunteer service is a unique and valuable contribution which benefits both the volunteer and society...”*

**The AARP Driver Safety Program** is the nation’s first and largest classroom driver refresher course especially designed for drivers age 50 and older. The course is taught by AARP trained-volunteers usually in two four-hour sessions. It covers rules of the road, current roadway conditions and normal age-related physical changes that may impact your driving and tips to compensate for these changes. Tests are not given. Course participants may qualify for an auto insurance discount in 36 states and the District of Columbia or a voluntary discount in the remaining states. For more information, visit our website at [www.aarp.org/drive](http://www.aarp.org/drive) or call toll-free 1-888-227-7669

### **Position Function**

A Marketing Specialist has program marketing responsibility as determined by the State Coordinator. This includes identification and development of potential statewide hosts, identification of publicity/promotion opportunities, coordination of program exhibits at statewide events, and collaboration with AARP State Office staff and state sponsored volunteers on program promotion activities.

### **Responsibilities**

- Provides guidance and counsel to the State Coordinator on matters of statewide marketing opportunities and general program sponsorship.
- Identifies potential statewide hosts including associations, corporations, social service agencies and organizations for the aging.
- Initiates development of statewide sponsorship with those groups indicating interest.
- Coordinates exhibiting of program materials and volunteer staffing of exhibit at statewide meetings of program sponsors or potential sponsors.
- Collaborates with AARP State Office staff and state-sponsored volunteers to enhance sponsorship promotion.
- Serves as a consultant on marketing and sponsorship to state Driver Safety Program volunteer leadership.
- Actively seeks and involves diverse populations in program activities.
- Promotes AARP's priorities and goals.

### **Qualifications**

- Background in sales and marketing.
- Commitment to the goals and priorities of DSP.
- Ability to understand and work well with diverse populations.



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**Term of Service and Length of Service**

- Two (2) years with option by supervisor to renew as appropriate.

**Training Required**

- Orientation to AARP and Driver Safety Program
- Program skills training

**Travel Required**

Regional, state and local travel as necessary.

**Appointed By**

AARP Driver Safety Program State Coordinator

**Supervisor**

AARP Driver Safety Program State Coordinator

**Progress Review**

The performance of the Marketing Specialist will be monitored on an ongoing basis. As appropriate, the Marketing Specialist and his/her supervisor will develop a work plan that will serve as the basis for the volunteer progress review.

**Available Resources**

AARP will provide volunteer travel accident insurance and commercial general liability insurance while performing volunteer responsibilities. Expenses will be reimbursed in accordance with existing AARP and Driver Safety Program policies.

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*It is the policy of the Association that all AARP volunteers will receive equal opportunity and treatment throughout recruitment, appointment, training, and service. There will be no discrimination based on age, economic status, sex, national or ethnic origin, physical or mental abilities, race, sexual orientation, gender identity or religion.*

D16103 (1/1/09)