

City of Edina – Volunteer Service Description



Service Title: Writer- Hometown Heroes, Living Streets Champions and Other Testimonials
Department: Communication & Technology Services
Supervisor(s): Jennifer Bennerotte
Service Location: City of Edina parks and facilities

Purpose: Write stories featuring residents, business people and those who use City of Edina services, primarily for the City’s websites and social media sites. Hometown Heroes are people who improve the quality of life in Edina. Living Streets Champions are people who embrace and further the concept of “living streets” in the community. Other testimonials are sought to market the City’s enterprise facilities, parks and recreation programming and general City services.

Population Served: Website users and social media followers regularly read these features. Volunteer work is accountable to the Communications & Technology Services Department, typically on behalf of another department or enterprise facility.

Time Commitment: As needed; typically two hours per assignment

Minimum Length: On-going

Qualifications/Desired Skills:

1. Strong communication skills
2. Ability to write accurately, clearly and succinctly using AP Style for the internet
3. Ability to take basic, well-composed photos
4. Ability to take direction and edit work as necessary

Service Duties: After receiving an assignment, the writer will contact or find a subject and arrange his or her own interview. Stories should be submitted as Word files or PDFs. (Word documents are preferred.) Stories will be edited and either posted or sent back to the writer for revisions.

For simple testimonials, the writer should get a basic “head shot” of the subject and submit it along with the story. Photos should be 300 dpi or greater.

Outcomes/Learning Opportunities:

- Make an impact in the City and for residents
- Share and utilize talents and interests
- Strengthen talents and develop another “clip” for portfolio

On-boarding: Every volunteer will have to apply, interview and complete a background check. Potential writers should provide three previous writing samples.

Training Requirements: Every volunteer will be required to attend volunteer orientation and complete a training checklist specific to their service position.

Supervisory Plan: Reports to Director Jennifer Bennerotte or her delegate