



Marketing & Communications Sub-Committee

MARKETING & COMMUNICATIONS SUB-COMMITTEE JOB DESCRIPTION

The Spokane Area Dementia Friendly Community (DFC) is an official member of the Dementia Friendly America (DFA) network. Aging & Long Term Care partnered with the Washington State Chapter of the Alzheimer's Association and Providence Health & Services (including Providence Adult Day Health, Providence Holy Family Hospital, and Providence Sacred Heart Medical Center) to become a member. Additional community partners and family care partners supporting people living with dementia strengthen this community-based effort.

A dementia friendly community is a town, city, or county that is respectful toward and informed about individuals with the disease, their families, and their caregivers, and offers support that fosters quality of life. Joining DFA means a community is engaging in a process to become more dementia friendly. As it is predicted that the number of Washingtonians living with Alzheimer's disease will continue to increase, our community needs to collaborate to make Spokane County a better place for people living with dementia.

The Spokane Area DFC is currently looking for people interested in volunteering for the Marketing & Communications Sub-Committee. This team works to generate publications such as a semi-annual newsletter, marketing materials, and external facing documents.

General Description:

- This position supports the Spokane Area DFC with generating all marketing materials and advertising. This team's goal is to help the Spokane Area DFC increase awareness about our work, engage the community, and help those living with dementia access available resources. This team traditionally meets monthly or as needed. The time commitment is approximately 5 hours per month, and meetings generally occur between Monday and Friday, 9 AM and 3 PM.

Responsibilities:

- Generate marketing materials
- Generate branding standards
- Create and produce a bi-annual newsletter
- Create external facing documents
- Provide feedback for the Spokane Area DFC webpage content

Additional Criteria:

- Individuals will need to have access to a computer with a video camera and be able to perform meetings via Zoom

Join our team to empower people living with dementia and their care partners. Help us make a difference. Email dementia@altcew.org to discuss your interest and learn about the next steps to become a volunteer.