**VISTA Assignment Description (VAD) Template**

| **Title:**  VISTA External Communications Associate |
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| **Sponsoring Organization:**  READ USA, Inc.  **Project Name:**  READ USA Capacity and Sustainability  **Project Number:**  23VSHFL004  **Project Period:**  August 14, 2023 - August 13, 2024 |
| **Site Name (if applicable):** READ USA HQ |
| **Focus Area(s)**  **Primary:**  Capacity Building  **Secondary:** Education |
| **Note:**  *If your VAD is not accepted, the State Office will note the reason(s) why here.* |

| **VISTA Assignment Objectives and Member Activities** |
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| **Goal of the Project:**  Enhance external communications and print/digital literacy resources. |
| **Collaborate with the communications team to identify and pursue opportunities to creatively develop and design digital and printed content. (*8/14/2023 - 10/31/2023)***  **Member Activities:**   1. Help design, develop, plan, implement and monitor READ USA’s internal communication strategy. 2. Support with development and implementation of overall communications strategy for the organization and measure and analyze communications efforts. 3. Participate in planning of digital assets, including collaborating with organizational leadership and communications team members to discuss ideas for layout(s), the types of colors or images to use (photos, illustrations, videos, etc.), and other matters concerning overall graphic design. 4. Supports with implementing READ USA’s communication plan in order to [increase brand awareness](https://haiilo.com/blog/5-social-media-marketing-tactics-to-increase-brand-awareness/) and disseminate our mission and narratives**.** 5. Help ensure communications consistency among different stakeholders. 6. Develop an understanding of Photography Art Direction.   **Produce print and digital communication materials (*8/14/2023 – 08/13/2024)***  **Member Activities:**   1. Provide design and editing support for communications content for external channels such as newsletters, website, and social media platforms to promote READ USA’s mission and services. 2. Help create compelling, timely digital experiences that support the organization’s strategic needs. 3. Work with communications team to generate new ideas and innovative strategies. 4. Communicate brand values to both internal and external stakeholders. 5. Use communications technology to boost productivity. 6. Support with art direction for product photography, video, and digital asset retouching. |