

Marketing & Communications Coordinator, Cycling Committee Position

**Volunteer- Two Year Term
February 2020**

About ALS Society of Canada

A charitable organization that lives its values of **accountability, collaboration, compassion, integrity, resiliency** and **respect**, ALS Society of Canada works with the ALS community to improve the lives of people affected by amyotrophic lateral sclerosis through support, advocacy and investment in research for a future without ALS. Fully funded by donors, we were fortunate to benefit from the generosity of Canadians during the Ice Bucket Challenge of 2014, and are now focused on implementing our 2018 to 2023 strategic plan in support of the following long-term impacts: people affected by ALS receive the best possible standard of care; more treatments are available to improve quality of life and extend lifespan; and people are empowered to make informed decisions about ALS.

Our world is challenging. The people we serve are dealing with a devastating illness. But in the midst of it, their resiliency and spirit is remarkable and moving. You will be touched by the community and will find a way to naturally and effectively engage.

About ALS Society of Canada's Cycling Event

ALS Society of Canada will be adding to its signature event series with the addition of a new cycling event in 2021. This cycling event will be a one-day fundraiser with multiple route lengths to choose from through beautiful, scenic Ontario by bike! Launching the campaign in late 2020, we are looking for passionate volunteers to join this committee-led event, from planning through to launch!

Role Description

The Marketing & Communications Coordinator will work with ALS Society of Canada staff to develop and oversee the implementation of ALS Society of Canada's inaugural Cycling Fundraiser. The primary function of their role will be to oversee the effective functioning of the Marketing and Communication strategy for the Cycling event, serve as an advisor to staff leads and support the overall execution and strategic vision of the event.

Responsibilities

- Demonstrate leadership
- Support and influence the vision and direction of ALS Society of Canada's Cycling fundraising event, within the mandate of the committee
- Work with staff leads to develop a marketing and communications campaign for the Cycling event with a focus on digital platforms including social media, website and e-communication
- Investigate/ landscape analysis of local charity event social media
- Provide staff support with marketing and communication materials by providing recommendations on but not limited to email campaigns, swag, website development

- Source and price event swag
- Support sponsorship efforts for printer and media sponsor
- Investigate and propose celebrity participants
- Serve as an event spokesperson during media interviews
- Establish and build a strong, effective and a constructive working relationship with staff leads and committee members
- Utilize personal networks to develop potential partnership and sponsorship opportunities and encourage event participation within personal network
- Attend bimonthly in-person committee meetings
- Abide by committee terms of reference
- Attend external networking events as a representative of ALS Society of Canada as required
- Fundraise to the VIP level
- Attend ALS Society of Canada's Cycling event in spring 2021
- Serve as an ambassador for the cause and organization

Qualifications

- Professional experience with Marketing and Communications required
- Previous experience volunteering as a part of a not for profit/ health charity committee
- Experience leading/ supporting charity fundraising or cycling events an asset
- Strong understanding of fundraising campaigns
- Strong attention to detail and creative problem-solving skills
- Strong English written and verbal communication abilities
- Previous experience with photo and desktop software (Adobe Create Suite: Photoshop, InDesign and Illustrator) and website software (WordPress)
- Willingness to leverage personal networks to develop partnership and sponsorship opportunities
- Experience working with people with diverse backgrounds
- Interest in working with and supporting individuals and families affected by ALS
- Ability to attend in-person meeting in Toronto every 2 months (6x/year) and commit an estimated 4-6 hours monthly

Apply

Submit a cover letter and resume in pdf format to volunteer@ALS.ca by March 31st, 2020. Please be sure to indicate the position title in your subject title.

ALS Society of Canada is committed to accommodating the individual needs of candidates, in accordance with the Accessibility for Ontarians with Disabilities Act (AODA), ALS Society of Canada is committed to accommodating applicants with disabilities within our recruitment processes. Please contact the HR department at volunteer@als.ca if you require an accommodation during the recruitment process.

ALS Society of Canada is committed to being an equitable employer, we strongly encourage people from equity seeking groups to apply.