

## **Walk to End ALS- Kingston**

### **Social Media Coordinator- One Year Term**

### **Remote Volunteer Opportunity**

### **November 2020**

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We are looking for a volunteer Social Media Coordinator to join ALS Canada's Walk Committee- Kingston. As the Social Media Coordinator, you will work with ALS Canada staff and volunteers to manage the local walks social media pages promoting the event, supporting the event's overall execution on **June 20<sup>th</sup>, 2021**, in celebration of Global ALS Awareness day.

#### **Walk to End ALS**

The Walk to End ALS is the largest volunteer-led fundraiser for ALS Societies across Canada. It is a fun, family-friendly way to celebrate hope for a future without ALS, honour those we have loved and lost, and show support for the 3,000 Canadians and their families living with the disease. Fundraising efforts and donations from the Walk support the best ALS research in the country and enable ALS Societies to provide community-based support to people and families living with the disease.

#### **What You'll Do**

- Manage all social media pages for your local Walk (including Instagram, Twitter and Facebook)
- Develop and promote virtual fundraisers
- Recognize and highlight local sponsors and top teams on social media pages
- Promote ALS Canada's 21 days challenge on social media platforms
- Utilize personal networks to develop potential partnerships, sponsorships and event participation
- Attend committee meetings and participate in a post-event evaluation meeting
- Establish and build a strong, effective and constructive working relationship with staff leads and committee members
- Participate in the Walk to End ALS' 21 days challenges
- Act as an ambassador for the cause and organization

#### **What We are Looking For**

- Excellent organizational and leadership skills
- Strong understanding of social media
- Strong attention to detail and creative problem-solving skills
- Experience supporting charity fundraising events; experience with charity walk events an asset
- Willingness to leverage personal networks to develop partnership and sponsorship opportunities
- Previous experience volunteering as a part of a not for profit committee an asset
- Strong English written and verbal communication abilities
- Experience working with people with diverse backgrounds
- Interest in working with and supporting individuals and families affected by ALS
- Ability to commit 4 hours monthly and attend 2-hour bi-monthly meetings and additional meetings closer to the event as required



### **Join Us Today**

Submit a volunteer application to [volunteer@als.ca](mailto:volunteer@als.ca). Please be sure to indicate the volunteer position title in your subject title.

*ALS Canada is committed to being an equitable organization and strongly encourages people from equity-seeking groups to apply.*

*ALS Canada is committed to accommodating applicants with disabilities within our recruitment processes. Please contact the Volunteer Services department at [volunteer@als.ca](mailto:volunteer@als.ca) if you require accommodation.*

### **What You Will Be Apart Of**

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.