

Volunteer Description: Marketing & Communications Practicum Student

Overall Purpose: *Power To Be* inspires youth and families in need of support to discover their limitless abilities through nature-based programs. The Marketing and Communications team offers dynamic communication materials that are accessible and relatable to connect a large audience to the mission and impact of the organization.

The role of a *Power To Be* MarComm Practicum Student is to assist in the process of creating dynamic and cohesive communication materials as it relates to program, fundraising and general promotional needs. The MarComm Practicum Student will support the MarComm team's core responsibilities through research, implementation and delivery of marketing and communication materials.

SPECIFIC VOLUNTEER RESPONSIBILITIES:

The MarComm Placement Volunteer will:

- Assist with the creation of materials such as of blog posts, social media content, newsletters email campaigns, marketing campaigns and materials for fundraising initiatives.
- Lead *Power To Be's* blog, coordinate with different departments to gather written content, manage the blog schedule, ensure a blog is published and shared on a weekly basis.
- Support in the development and logistics for our Virtual Event series.
- Support with interactive and written materials for *Power To Be's* annual campaign.
- Work with the *Power To Be* store team to develop creative ideas relating to engagement and promotion of the store.
- Coordinate across departments and support in the development of content for self-directed/video on our website.

This person will also:

- Adhere to the Participant Protection Policies, Code of Conduct and Brand Standards.
- Contribute to a positive and dynamic working culture.
- Perform other related duties, as required.

Requirements: The MarComm Practicum Student is expected to be a strong communicator with excellent written and verbal skills. The successful candidate will have related work or educational experience in marketing and/or communications. Applicants must be personable, organized and able to work well in a team environment. As per the Ministry of Justice requirements, volunteer positions with *Power To Be* are contingent on submitting to a criminal record check.

Assets: The ideal candidate enjoys an outdoor lifestyle, and has experience with people that live with a barrier, disability or other significant life challenge(s). Previous experience working with Microsoft Office, Adobe Creative Suite, MailChimp, social media and photography is an asset but not required.

Location: Remote. Student must have access to a personal computer.

Term and hours: Flexible depending on applicant's school requirements, but a longer placement (200 hours) is desired so the student can experience working on a project from inception through completion. Placement to begin September 2021.

Contact: Please submit a letter of interest and resume to Ashleigh Hawes, Volunteer & Impact Lead ahawes@powertobe.ca. This posting will remain open until filled.