



Marketing & Communications Coordinator

Revolution Ride-Sunday, September 25th 2022

Volunteer Opportunity - 2-year term

Role Description

The Marketing & Communications Coordinator will work on behalf of the ALS Society of Canada to oversee the implementation of ALS Canada's 2nd annual Revolution Ride. The primary function of their role will be to lead and oversee the marketing and communications strategy for the cycling event, serve as an advisor to ALS staff, and support the overall execution and strategic vision of the event.

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About ALS Society of Canada's Cycling Event

In 2021 the ALS Society of Canada added to its signature event series with the addition of a new cycling event, Revolution Ride, which was a resounding success raising over \$250,000! Revolution Ride will continue annually as a volunteer-powered, fundraising event that unites recreational, intermediate and avid cyclists who want to challenge themselves to do more in support of those we have loved and lost or who are facing ALS today. This cycling event will be a one-day fundraiser with multiple route lengths to choose from through beautiful, scenic Ontario by bike! We are looking for passionate volunteers to join this committee-led event, from planning through to launch!

What you'll do

- Support and influence the vision & direction of ALS Canada's Revolution Ride Cycling Event, within the mandate of the committee
- Build a strong, effective and collaborative working relationship with committee members
- Support, develop and execute a marketing and communications campaign with a focus on digital platforms including social media, website and e-communications
- Engage personal networks to develop potential partnership & sponsorship opportunities for graphic design, media sponsorship, and to inspire event participation
- Provide marketing & communications expertise re: promotional materials, e-mail campaigns, sourcing swag and website development
- Attend bimonthly virtual meetings & possibly in- person committee meetings closer to event day
- Act as an ambassador for the cause and organization
- Research and propose celebrity participants
- Actively serve as an event spokesperson and participate in media interviews

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- Attend external networking events as a representative and spokesperson for the ALS Society of Canada as required, and source other shows/fairs to attend
- Fundraise to the entry level
- Be available for the weekend of September 24th, 2022 helping with set-up and preparation for the event
- Attend and work as a committee member for the ALS Society of Canada's Revolution Ride on Sunday, September 25th 2022

What we are looking for

- Professional marketing and communications skillset
- Excellent organizational, leadership and interpersonal skills
- Exceptional outreach, promotion, and relationship building abilities
- High level of initiative & enthusiasm to promote Revolution Ride & inspire supporters
- Strong English written and verbal communication abilities
- Knowledge and proficiency of photo and desktop creative software: Adobe Creative Suite: Photoshop, InDesign, Illustrator, and website software, WordPress
- Strong attention to detail and creative problem-solving skills
- Experience leading/supporting charity fundraising or cycling events an asset
- Willingness to leverage personal networks to develop partnership and sponsorship opportunities
- Previous background volunteering as a part of a not for profit committee an asset
- 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 resume to Linda Terry: volevents@als.ca

Please be sure to indicate the volunteer position title in your subject title.

ALS Canada is committed to being an equitable organization & strongly encourages people from equity-seeking groups to apply. ALS Canada is committed to accommodating applicants with disabilities within our recruitment process. Please contact the Volunteer Services department at volevents@als.ca if you require accommodation.

What you will be part 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. By joining us you will be an important part of a very special community that inspires and touches one another's lives in our united vision to end ALS.