

## Walk to End ALS London, Event Date: June 2022 In-Person (exact date to be confirmed)

### Volunteer Social Media Coordinator - One Year Term November 2021

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We are looking for a volunteer Social Media Coordinator, to join ALS Canada's Walk Committee London. Our event is more than a fundraiser; it's an opportunity to come together and connect to build a community of ALS supporters. As the Social Media Coordinator, you will be a vital member of the Walk Committee and manage our local social media page(s) promoting the event to inspire community participation, registration and fundraising. Working together with ALS Canada staff and volunteers, you will support the overall execution of the event. This is an exciting time to be a part of our 2022 Walk to End ALS team!

#### Walk to End ALS

The Walk to End ALS is the largest volunteer-led fundraiser for ALS Societies across Canada. It is fun, family friendly, and a meaningful way to be a part of our work & hope for a future without ALS. Together we honour those we have loved and lost, and we show support for the 3,000 Canadians and their families living with the disease. Fundraising efforts and donations from the Walk provide for the best ALS research in the country and enable ALS Societies to provide community-based support to people with ALS & their families. Join us in this critical work and help us reach our

**2022 FUNDRAISING GOAL FOR WALKS ACROSS ONTARIO**  
**=\$1,900,000**

#### What You'll Do

- Manage all social media pages for your local Walk, developing content to recruit and engage participants in your community (this may include Instagram, Twitter and Facebook)
- Promote participants stories and fundraisers happening within your Walk community
- Share information about your local Walk on social media platforms
- With support from your Walk Coordinator, thank and recognize local sponsors and top teams on social media pages
- Engage personal networks to develop potential partnerships, sponsorships and event participation
- Attend virtual & occasional in-person committee meetings, in addition to a post-event analysis meeting
- Establish and build a strong, effective and constructive working relationship with staff leads and committee members
- Act as an ambassador for the cause and organization
- Attend the in-person Walk if available (Exact date to be finalized by January 2022; likely will be hosted on a Saturday or Sunday during the month of June 2022)

### What We are Looking For

- Superior social media skills, understanding, and knowledge of digital trends
- Individual with experience supporting social media platforms
- Strong English written and verbal communication abilities
- Positive attitude and a “team player”
- High attention to detail and creative problem-solving skills
- Excellent organizational and leadership skills
- Experience supporting charity fundraising events; experience with charity walk events an asset
- Previous experience volunteering as a part of a not-for-profit committee an asset
- Experience working with people with diverse backgrounds
- Supporting individuals and families affected by ALS through fundraising
- Ability to commit 4 hours monthly and attend 2 hour bi-monthly meetings and additional meetings closer to the event as required

### Volunteer with us today!

Submit a volunteer application to Linda Terry: [volevents@als.ca](mailto: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 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 [volevents@als.ca](mailto:volevents@als.ca) if you require accommodation.*

### What You Will Be A 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.**