

MARKETING & PUBLIC RELATIONS COORDINATOR

Volunteer Position Description



Summary

As the Marketing & P.R. Coordinator for the local chapter of The Shoebox Project for Women, you will be assisting your fellow chapter members develop and implement chapter initiatives, establish relationships within your community and raise awareness of the project as well as duties specific to your position. As the Marketing & P.R. Coordinator, you are helping The Shoebox Project across North America in their efforts to support women impacted by homelessness.

Duties & Responsibilities:

- Attend meetings on a regular basis during off months (February to September) and on a weekly basis during campaign months (October to January)
- Assist in building and maintaining a positive public image for your local chapter and broader organization as a whole
- Assist with the chapter's marketing strategy and lead public relations efforts locally while adhering to the National Head Office marketing guidelines
- Adhere to all branding guidelines set forth by The Shoebox Project for Women
- Build community awareness about the project through local event calendars, local news/media outlets, public officials, and local personalities
- Coordinate communications of press releases for local media outlets
- Book media coverage for local event/activity dates planned
- Work with local radio/TV stations to book in-studio (or virtual) interviews
- Brainstorm and implements "out-of-the-box" marketing methods to grow the projects awareness within your community

Qualifications:

- Interest in issues related to women's homelessness and desire to give back to your community
- Previous experience with charitable organization outreach efforts an asset
- Previous experience in a marketing strategy or P.R. communication
- Exceptional verbal and written communication skills
- Computer savvy (specifically Google based applications), comfortable communicating via email and connecting through social media platforms
- Ability to work independently as well as in a team environment
- Ability to oversee and lead a team of volunteers
- Strong interpersonal skills with a flexible and outgoing personality

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Qualifications Cont'd

- Strong organization and time management skills
- Open minded and not afraid to make “the ask”

Technology Capabilities Requirement: Remote access ability. You will be required to use your own computer/laptop and will need to have access to an email account that you will use to conduct Shoebox related correspondence on our behalf.

Screening Requirements: Application, Interview, Reference Check

Time Commitment: 2-5 hours per month during off months (February to September) and 2 hours per week during campaign months (October to January)

Duration: Minimum 1 drive season

Training & Supervision: Training provided through video conference or in person when able, written processes. Training & Supervision conducted by the chapter's Local Coordinator

Benefits of Volunteering: Utilize your professional skills to play an active role in helping women impacted by homelessness, build valuable skills that are transferable, be a positive member on a team, gain experience, letter of reference may be provided if requested, upon completion of commitment duration.

We value and are strongly committed to equity, inclusion and diversity within our organization. We welcome and encourage applications from all gender identities and expressions, LGBTQ+, religious backgrounds, people of colour, Indigenous peoples, and persons with disabilities. Should you be in need of any accommodation please let us know by phone or email. Accommodations will be made upon request wherever possible and all information provided will be handled confidentially.