



### Volunteer - Marketing Role Description

As a volunteer, you will have the opportunity to meet new people in an upbeat and energized environment. The skills you gain in this position are transferable to any job you take in the future. CCMW will be happy to provide you with references.

#### Main Duties:

- Liaise and build relationships with other organizations that the CCMW can partner with or create knowledge translation
- Contribute the strategic planning of an annual marketing plan to drive forward agreed CCMW's objectives
- Develop and execute event and program marketing plans
- Contribute to the strategic planning and annual fundraising plan
- Build and maintain contacts with the media
- Write and distribute press releases
- Prepare photo shoots for CCMW and events the organizations attends or hosts
- Manage the production of marketing materials, including leaflets, posters, business cards and flyers
- Arrange for the effective distribution of marketing materials
- Organize and attend events and exhibitions
- Evaluate marketing campaigns and programs
- Carry out market research and customer surveys to assess demand, brand positioning and awareness

#### Skills:

- Significant marketing experience that includes a blend of advocacy, creating partnerships and media relations
- Ability to use platforms such as Mailchimp, Weebly, Wordpress, Buffer, Canva, Facebook, LinkedIn, Twitter and Google Plus
- Have graphic design capabilities
- Ability to work independently and as a team player
- Possess tact, discipline and attention to detail
- Skills to have: good record keeping, ability to utilize contacts and networking
- Ability to prioritize and manage multiple partners
- Ability to inspire and motivate others
- Punctuality and consistent attendance are a must



- Professionalism

**Length of Position:**

- January to April
- May to August
- September to December
- Full academic year

**Remuneration:**

As CCMW is depended on project funding, we are unable to offer paid positions. However, we do provide volunteers with reference letters based on performance and opportunities to network and meet other leaders in the not-for-profit sector.

**Hiring Process:**

Please submit your cover letter and resume to Sahar Zaidi, Projects Coordinator (contact information below). After submitting your application, if you have been selected for a phone interview, you can expect to hear from us within approximately one week.

To apply, kindly send your resume and cover letter via email to:

Sahar Zaidi  
Projects Coordinator  
Email: [projects@ccmw.com](mailto:projects@ccmw.com)