

Looking for

# Communications Volunteers

Help promote, market and protect the integrity of the Canadian Red Cross brand. There are exciting volunteer opportunities currently available in your region. Here are the various roles we are looking for:

## Team Lead

- Recruit, guide and mentor a team of communications volunteers to promote Red Cross programs and help during fundraising efforts.
- Serve as a regional ambassador during disaster responses in your region.
- Assign tasks to other volunteer team members, edit materials the team produces and oversee the execution of local communications campaigns.
- Help to organize training and professional development opportunities for communication volunteers, provide them with feedback and help to coordinate volunteer appreciation initiatives.

## Media Specialist

- Work closely with the staff team and act as a spokesperson on our behalf in times of large disasters and smaller personal disasters such as a house fire or flood.
- May need to respond to local media inquiries and find appropriate content experts within the Red Cross to act as the spokesperson.
- Assist in proactively pitching story ideas to local media outlets in order to promote the work of the Red Cross.

## Content Creator/Editor

- Produce written material for internal and external communication purposes that will help promote the Canadian Red Cross.
- Identify, research and write stories on local Red Cross events and profile pieces for the weekly e-newsletter.
- Create content for annual or one-time projects and campaigns, and during fundraising appeals, that positions the Red Cross as the charity of choice.



**CANADIAN  
RED CROSS**

If you have communications experience and are interested in volunteering in one of these roles, please contact:

**[communications@redcross.ca](mailto:communications@redcross.ca)**