

Breast Cancer Canada

Volunteer Title: Marketing and Communications Assistant

Description:

- The Marketing and Communications Assistant will raise the profile of Breast Cancer Canada using multifaceted promotion techniques. In this role, you will promote all regional hub initiatives through media communication and the production of social media content. This role typically requires 2-4 hours of time commitment per month, possibly more during the months of May and October. It also requires a 2-year commitment unless otherwise approved by BCC Senior Leadership.

Responsibilities:

- Share information and promote information to support local and national events.
- Communication with local media outlets to raise the regional profile of Breast Cancer Canada.
- Promote local and national events on social media platforms.
- Raise the profile of Breast Cancer Canada and the impact of the research funded in their region.

Qualifications:

- A post-secondary degree or the equivalent combination of education and work experience.
- Previous experience with Breast Cancer Canada or other not-for-profit organizations is an asset.
- Demonstrated experience in a marketing and/or communications role.
- Demonstrated experience using and promoting on social media platforms such as Facebook, Twitter, and LinkedIn.
- Knowledge of social media strategy and modern marketing techniques is an asset.
- Experience and comfortability with cold-calling, direct mail, advertisement, and event marketing.
- Exceptional interpersonal communication skills.
- Previous experience in customer service is an asset.