

It takes guts to make it stop.

Media/Public Relations (PR) Captain

Gutsy Walk is the signature national fundraising event for Crohn's and Colitis Canada, with almost 60 communities across Canada coming together on one day in June to raise money to advance medical research on these devastating chronic diseases that touch 1 in 150 Canadians. Together, we will make Crohn's and colitis stop. For life.

As the Gutsy Walk Media/Public Relations (PR) Captain, you will promote the event, including:

- Develop a promotions strategy to raise awareness and participation in the Walk
- Using tools and templates provided, create local PSAs, Media Alerts and letters to the Editor and in partnership with committee and volunteers, distribute posters and pledge brochures extensively
- Prepare media kits, materials and facilitate local media interviews (yourself, Honorary Chair, others)
- Help secure in-kind contributions of media coverage and promotion, acting as key point of contact for media on Walk day
- Be an active participant in all Committee meetings, meet timelines and adhere to Crohn's and Colitis Canada policies and procedures

Time Commitment:

- Committee meetings take place monthly from approx. September to May, with some additional meetings as needed leading up to event day and a post-event wrap up meeting.
- Participate in the webinar training for Media/PR Captains offered nationally
- Some evening and weekend activity is required to liaise with media, facilitate interviews and media coverage, quick response to opportunities. Some daytime availability is ideal (phone calls, emails).
- This role requires a commitment to follow through until post-event wrap up in June/July

What you bring:

- Excellent written and verbal English skills, experience working with the media an asset
- Comfortable making 'asks', promoting Walk day, creatively working within templates and brand
- Detail oriented, outgoing with a team player attitude
- Professional follow through, strong drive and a relationship builder

What we offer:

- A community of support, a dedicated staff partner, team of peers and role-specific training
- An opportunity to use and grow professional skills, expand your network
- A hands-on chance to make a meaningful difference in the lives of people living with Crohn's and ulcerative colitis in your community

I have read, understood and agree to fulfill the responsibilities as outlined. I make a commitment to be active in this role from _____ to _____.

Volunteer Signature & Date

Staff Partner Signature & Date

Crohn's and Colitis Canada commits to supporting you in your role and to providing an engaging volunteer experience. Your feedback is appreciated- volunteer@crohnsandcolitis.ca