

PR & Outreach Volunteer March 2014

Roles & Responsibilities

- Supports the Executive Director (ED) in developing strategic plan regarding the public relations of WCM to other organizations.
- Develops a check list of key conversation topics to have with these organizations.
- Becomes comfortable with the utilization of Salesforce CRM to follow-up with and report on contact with the organizations.
- Utilizes Microsoft Office tools like Word, Excel, PowerPoint, and Publisher for various modes of communication.
- Updates our various Social Media accounts – Facebook, Twitter, Pinterest and LinkedIn with relevant media that impact men in our community.
- Builds strong relations with key contacts at other organizations.
- Builds strong relations with province wide media contacts.
- Creates a monthly newsletter with key pieces gathered from any relevant sources – to be discussed with ED
- Keeps ED updated on timely and relevant communications with organizations and media
- Communicates with ED regarding any issues that need to be resolved.

Ideal Candidate

- Very personable individual with background in communications or other field that requires regular positive connection with customers/clients.
- Very organized person who understands what it takes to manage their time and energy to ensure that they have a productive day.
- Very self driven – knows what they want and knows how to get it.
- Open minded to new technology and new ideas.