



Join Our Team!

VOLUNTEER ROLE	BOARD MEMBER (Media & Marketing)
REPORTS TO	President, Board & Members of the LDAA

Volunteer Responsibilities

- **All LDAA Board Members play an active role in the non-profit**
- Lead media & marketing initiatives
- Media relations & occasional interviewing (TV, radio, print) with deliberate & clear information – work with team to find personal Lyme stories to interview
- Social Media Management (Facebook, Twitter, other as identified) -Track & report trends to board of the LDAA
- Create new & innovative ideas to engage Albertans (with consideration to budget)
- Marketing of events (fundraisers, programs, special events) and consistently repeating overall message of the organization – “Prevention & Awareness”
- Ensure consistent & professional representation of the non-profit, following policies & procedures
- Attendance at 4 Board Meetings per year (choice of WebEx or in person) & 1 AGM (in person), and other special meetings as determined; active participation in meeting
- Active participation & planning for the future of the non-profit
- Volunteer alongside Board in planning fundraiser/s & attendance at fundraiser/s
- Volunteer at awareness events & attendance of at least two per year

Time Commitment: Meetings (avg. 10 hrs./yr.)
 Planning independently or in committee (min. 5 hrs.; will vary)
 Volunteering at events (min. 3 hrs./yr.)
 Time working on & monitoring LDAA Social Media accounts (avg. 1 hr. per week)
 – posts can be scheduled in advance.
 Marketing of special events/fundraisers (will vary)

Qualifications

- ✓ Familiarity with Social Media: Facebook & Twitter
- ✓ Must post on Facebook and Twitter a minimum of 5 posts per week, scheduled throughout the week at peak times (Topics: research, media, support, Lyme/tick informational, etc)
- ✓ Demonstrated ability to develop & distribute media releases
- ✓ High professional standards
- ✓ Outstanding communication skills (both oral and written)
- ✓ Can stay within budget expectations & reconcile records with treasurer in timely fashion
- ✓ Excellent organizational & time management skills
- ✓ Team player & ability to self-direct
- ✓ Self-motivated
- ✓ Strong interpersonal skills and able to work with a diverse range of people
- ✓ Ability to volunteer time regularly & flexible during peak times (events, presentations, May awareness month)
- ✓ Passion for the cause & genuine concern for those affected by Lyme disease
- ✓ Computer skills; Microsoft word proficiency
- ✓ Able to meet expectations set above in ‘Volunteer Responsibilities’ such as meeting commitments

Assets: Applicant can use software to develop professional quality images for marketing purposes; Adobe Photoshop or other. Graphic Design. Marketing experience and/or degree. Previous experience in charitable sector; fundraising

All applications undergo a review with the Nominating Committee.

This is a volunteer role.

Please submit your interest and/or questions (with resume/CV if available) to President of the LYME DISEASE ASSOCIATION OF ALBERTA, Susan McInnis at info@AlbertaLyme.org

Only qualified applicants will be contacted. Thank you for your interest!

Approved by:	<i>Board of the LDAA</i>
Date approved:	<i>November 28, 2015</i>
Reviewed:	<i>Updated December 1, 2016</i>

