



**Volunteer Opportunity:**

**Communications Captain**

The candidate in this position is responsible for preparing written communication materials for use amongst the team for the following purposes, but not limited to:

- Drafting and publishing press/media releases in accordance with ROAR Canada brand guidelines. Would include establishing a database of media and press contacts.
- Writing materials for blogs that will be posted once/week (approx. 400 to 500 words per blog). Various topics including, but not limited to: leadership, mentoring, mindset, mastermind, community, etc.
- Email campaigns – drafting and publishing invitations and/or announcements to be used with MailChimp database or other scheduled email outreach, in accordance with ROAR Canada brand guidelines.
- Researching - collecting data and information from various tools, websites and resources to support activities of organization.

**Time Commitment/Wk:**

Typically 2-3 hours/week but may vary depending on time of year and activities scheduled

**Skills & Experience Required:**

Strong written and verbal communication skills; ability to conduct research and establish metrics; ideally already established with contacts in the industry for press and media.

Mode/Event	General Promotion	Mastermind Events	Symposium Events
Press/Media Releases	NA – unless launching something unique	Prepare for week in advance of event	Prepare for week in advance of event
Blogs	One blog/week on a variety of topics and themes		
Email Campaigns			
Other:			

**Topics to research and use for posting via various mediums:**

- Women in leadership
- Abundance
- Prosperity
- Success
- Business
- Networking
- Authenticity
- Parenting
- Goal setting
- Job search
- Career transition
- Empowerment
- Work/life balance
- And more!

**Related Volunteer Opportunities:**

**Communications Support**

In addition to the role of Captain, we are looking for a team of 2 to 3 additional volunteers with similar backgrounds and experiences to help support this area. Flexible time commitments, pending various promotional campaigns and events.