



Scotiabank AIDS Walk for Life – Marketing Committee

Supervisor: Communications Analyst

Level: Committee members are ranked as a **Tier 2 position**. (see brochure for details on tiers)

Position Description: The Scotiabank AIDS Walk for Life Committee will include a sub-committee consisting of one Volunteer Chair, who acts as assistant to AIDS Calgary's Communications Analyst, and 2 additional members. As a group, these volunteers will be responsible for promoting the Scotiabank AIDS Walk for Life, to be held on Sunday September 20, 2009. Volunteers will make use of marketing materials, opportunities to attend community events, as well as create new strategies to spread the word about the Walk throughout Calgary.

Objective: Every year, hundreds of Calgarians walk, run, bike, and rollerblade in support of the fight against HIV/AIDS. Funds raised from the walk help provide services to people living with HIV/AIDS in Calgary, as well as support HIV/AIDS prevention and education initiatives in your community.

Time Commitment:

- The committee will be active between May 2009 and October 2009
- Each volunteer will attend approximately 2 meetings per month and have regular assigned independent work
- Each volunteer must be available on event day (Sept 20/09) and attend a final wrap-up meeting in mid-October

Responsibilities:

- Attend or arrange for a volunteer to attend festivals, fairs or other events throughout the summer to market the Scotiabank AIDS Walk for Life (with support from the Volunteer Coordinator)
- Assist in distribution of event materials (posters, brochures, etc) to various locations in the city, such as: schools, post-secondary institutions, businesses, community associations/groups, social/sporting groups, personal contacts, etc.
- Ensure accurate completion of permits and assist with hanging banners in select areas
- Work with the logistics team on Walk day to strategically place banners and signage throughout the plaza and along the route. Help to create an easy to navigate and visually appealing venue
- Assist the Communications Analyst with media, entertainment and communications related tasks as necessary
- Attend all meetings, complete independent work as assigned and track hours contributed
- Communicate regularly with committee members and your supervisor
- Respect AIDS Calgary Awareness Association's confidentiality policy and represent AIDS Calgary in a professional and respectful manner while working with the community

Qualifications:

- Experience and/or comfort in making "cold calls", speaking to strangers and staffing a booth
- Excellent communication skills
- Friendly, energetic and personable
- Willing to attend various community events throughout the summer
- Must be able to work independently and within a group setting, and follow up with deadlines
- Previous participation at a Walk event, fundraising or committee experience is an asset

Training:

- At the first meeting AIDS Calgary staff will give a brief introduction to the history and purpose of the Scotiabank AIDS Walk for Life
- Completion of Core Training would be an asset

Benefits:

- Volunteer hours and participation will be tracked and can be provided by the Volunteer Program Coordinator for various purposes required by the volunteer, such as post-secondary applications or work references (after completion of 30 volunteer hours)
- Develop skills such as planning and leadership
- Opportunity to support People Living with HIV/AIDS
- Increase understanding of HIV/AIDS in your community
- Meet new friends, build relationships in the community, take part in an exciting event
- Invitation to the Executive Committee wrap up dinner

Application Requirements:

- Submit a volunteer application
- Interview with Volunteer Program Coordinator
- Read and sign a Volunteer Contract and Oath of Confidentiality

Questions? Interested in being an AIDS Calgary Volunteer?

Contact us:

volunteer@aidsalgary.org

(403) 508-2500

Or download the application form from our website

<http://www.aidsalgary.org/getInvolved/volunteer.shtml>