

# Together as one

we walk to stop Crohn's and colitis.

## Media Relations Captain

Gutsy Walk is Crohn's and Colitis Canada's signature national fundraising event, with thousands of people across Canada coming together on one day to raise money to advance medical research and improve the lives of the 1 in 140 Canadians who live with these chronic diseases.

This year, Gutsy Walk is on Sunday, June 5. Gutsy Walkers are encouraged to do the walk in their community to raise awareness and fundraise for cures.

### As the Gutsy Walk Media Relations Captain, your role will include:

- Developing a media promotions strategy to raise awareness and participation in Gutsy Walk
- Approaching local media outlets including newspapers, radio stations and online media, to share information about Gutsy Walk and ask them to share stories about living with IBD
- Helping secure in-kind contributions of media coverage and promotion, acting as key point of contact for media
- Preparing media kits, materials and facilitating local media interviews (yourself, Honorary Chair, others)
- Working closely with staff partner, Gutsy Walk Chair, Honorary Chair, Social Media Captain and Outreach Captain to ensure a collaborative approach to media relations and promotions
- Work to update community event listings, in terms of community newspapers and event boards
- Being an active participant in all Committee meetings, meet timelines and adhere to Crohn's and Colitis Canada policies and procedures

### Time Commitment:

- Approximately 4-6 hours a month including committee meetings taking place monthly until June, with additional meetings leading up to event day and a post-event wrap up meeting
- Participate or watch the webinar training for Media Captains offered nationally (approximately 1.5 hours)
- Some evening and weekend activity is required to liaise with media, facilitate interviews and media coverage
- 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 Gutsy Walk and creatively sharing stories about Crohn's and colitis

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- Detail oriented, outgoing with a team player attitude
- Professional follow through, strong drive and a relationship builder

## What we offer:

- A dedicated training session on Media and Public Relations
- A community of support, a dedicated staff partner, and team of peers
- 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

Please note as of **March 1, 2022** all volunteers with Crohn's and Colitis Canada whose responsibilities involve in-person interactions must be fully vaccinated. **Agreement to our Volunteer Code of Conduct is mandatory** for this role, and **proof of vaccination** must be submitted in advance if volunteering in-person.

**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](mailto:volunteer@crohnsandcolitis.ca)**