

# Together as one

we walk to stop Crohn's and colitis.

## Social Media 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 Social Media Captain, your role will include:

- Developing a social media promotions strategy to raise awareness and participation in Gutsy Walk
- Using tools and templates provided, sharing information online about Gutsy Walk to encourage participation and creative engagement
- Following Crohn's and Colitis Canada's social media guidelines and resharing content from our national accounts
- Working closely with Gutsy Walk Chair and other committee members to share relevant information and the stories of people living with IBD
- Work hand-in-hand with the social media captain and a marketing working group to have up-to-date information and to collaborate with others working on social media and media opportunities across country
- Being an active participant in all Committee meetings, meeting timelines and adhering 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 in or watch the webinar training for Social Media Captains offered nationally
- Availability to post several times a week on local social media channels
- This role requires a commitment to follow through until post-event wrap up in June/July

### What you bring:

- Passion about promoting Gutsy Walk and creatively sharing stories about Crohn's and colitis
- Comfortable using local social media accounts which may include Facebook and Instagram
- Excellent written English skills and an ability to create engaging content
- Detail oriented, with a team player attitude

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- Professional follow through, strong drive and a relationship builder

## What we offer:

- A dedicated social media training session
- 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)**