

Volunteer Role Description

Job Title:	Marketing & Media Coordinator	Reports To:	Relay Chair
Work Unit:	Relay For Life	Location:	Variable
Agreed Day(s):	Variable	Agreed Hours(s):	2-4 hours per week (variable depending upon time to event)

Description of Role:

Relay For Life by its very nature offers many opportunities to get the word out about Cancer Council Tasmania, cancer awareness and the event itself. Relay is all about people and the most fascinating stories feature people, and relay is all about people. This role is to gain media attention for your Relay and the people who make it happen to help recruit teams, survivors, raise awareness levels of Relay, the Cancer Council and cancer prevention messages.

Main tasks and responsibilities:

- Read the Marketing & Media Guidebook
- Attend Committee meetings
- Attend Team Captain meetings
- In conjunction with CCT Marketing, produce event posters and brochures.
- Develop and implement a media and marketing plan
- Identify and utilise community publications
- Identify and secure any local celebrities that can be used to assist in promotional activities
- Liaise regularly with Sponsorship/Team Recruitment and Survivor Coordinators to ensure you are both focusing in similar areas.
- Arrange video and/or photo coverage
- Ensure that photo releases and waivers are signed
- Coordinate program design and distribution
- Decorate event venue with banners and signs
- Remember to take down the banners and signs after the event
- Recognise and thank the people who assist in the marketing of the Relay
- Participate in Event Planning sessions as required
- Recruit Team and Survivors
- On your final year have a succession plan – someone needs to replace you!

Useful Skills:

- Excellent written and verbal communication skills.
- Outgoing, friendly and warm personality
- Good writing/editing skills.

Benefits of the Role:

- Opportunity to work with Cancer Council Tasmania with its mission – to defeat cancer.
- Outstanding opportunity to engage with all areas of your local community
- Opportunity to work within a community organisation and to work with other volunteers.
- Opportunity to learn and develop new skills.
- Further growth opportunities exist within volunteer arena

AGREEMENT

I, _____ agree to accept the position of _____

Signature:		Date:	
------------	--	-------	--

Date of Review:	Alicia van Ek, State Manager RFL, June 2024
------------------------	--

Date Filled:		Name of Volunteer :	
---------------------	--	----------------------------	--