



Terms of Reference

Director, Marketing and Communications (Volunteer Position)

Location: Calgary, Edmonton, Kitchener-Waterloo, Montreal, Ottawa, Regina, Toronto, Vancouver, Victoria

DIRECTOR, MARKETING AND COMMUNICATIONS

Are you a global citizen who is passionate about international development and inspiring Canadians to make an impact? Are you looking for a way to contribute your unique talents to end global poverty? Do you want to work with talented and passionate volunteers, sponsors and donors that truly care about making a difference?

About AKFC and World Partnership Walk

Aga Khan Foundation Canada (AKFC) is an international development organization and registered charity. AKFC partners with communities, businesses, and governments to find innovative, lasting solutions to global challenges. Working in Africa and Asia, we invest in local institutions and systems that anchor progress over the long term. In Canada, AKFC mobilizes funding and expertise, and promotes awareness of global issues. Learn more at akfc.ca

World Partnership Walk is Canada's largest campaign to fight global poverty. An initiative of Aga Khan Foundation Canada, funds raised by the Walk support programs that help millions of people in Africa and Asia to lift themselves out of poverty and build better futures. Since its inception over 30 years ago, World Partnership Walk has raised over \$100 million, attracting tens of thousands of supporters across Canada.

Position Summary

The Director, Marketing and Communications is a City-level leader responsible for bringing the World Partnership Walk campaign to life in their local market. The role involves building and leading a team to identify and execute great local marketing opportunities to support the Walk's fundraising goals both at the city and national levels. Their mandate is to collect and produce great content, bringing to life fundraising efforts from their City primarily for the Walk, as well as for public relations and grass-roots community engagement. This position reports directly to the City Chair with direction from the National Director, Marketing and Communications.

Responsibilities:

- Recruiting and leading a volunteer team in line with AKFC's National World Partnership Walk Strategy
- Overseeing the development of local supporter stories through photo, video, interviews and more
- Managing the development of local social media content in collaboration with content specialist



- Growing support for World Partnership Walk by managing existing and other communications relationships, and creating new ones
- Working with other core portfolio Directors and members, particularly those focused on fundraising: Ambassador, Community and Corporate Engagement to provide appropriate marketing and communications tools to help meet their strategic objectives
- Collaborating with the National and AKFC Marketing and Communications Team on ideas that can support other Cities and National campaign efforts

Knowledge and Skills:

- Experience in marketing and strategic communications
- Excellent written/verbal communication skills in English
- Creative storyteller
- Experience in/knowledge of media relations and media outreach
- Experience leading and managing a team, with excellent volunteer management and coaching skills
- A team player who is flexible and willing to lean in where needed
- Knowledge of and commitment to the mandate of AKFC
- A natural passion and energy for raising awareness and funds for major global issues

Time Commitment:

This volunteer position is for an appointment of one year with an option to extend to two years. The time commitment is an average of 4-6 hours per week.

Apply

Qualified applicants should submit a cover letter and resume via email to **volunteer.national@worldpartnershipwalk.com** indicating “Marketing and Communications Director & [Insert Your City]” in the subject line.

Deadline for submissions: Friday April 14, 2023

Only shortlisted candidates will be contacted. Applications will be reviewed on an ongoing basis.

AKFC is committed to advancing gender equality and inclusion through our programming and operations in Canada and overseas. AKFC requires all volunteers to review and abide by the [AKFC Gender Equality Policy](#).

AKFC recognizes the importance of [safeguarding](#) and is committed to ensuring it manages a wide range of risks such that beneficiaries, staff, volunteers, other associates and the organization as a whole are kept safe from harm.

AKFC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.