



Terms of Reference

National Director, Marketing and Communications (Volunteer Position)

Location: Remote

NATIONAL 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 National Marketing and Communications Director is responsible for making sure that volunteers in all the WPW cities have the resources they need to driving fundraising results and raise awareness of the World Partnership Walk primarily through marketing with inspiring messaging and calls to action. The National Director will support volunteer managers, provide guidance and resources and tools that empower the volunteers to excel in their roles.

Responsibilities:

- Working in collaboration with the AKFC team to develop and implement the national marketing and communications strategy for WPW.
- Building and leading a national volunteer team in line with AKFC's National World Partnership Walk strategy.
- Support city Chairs in the recruitment and onboarding of suitable Marketing and Communications for Directors
- Provide mentorship and guidance to Marketing for Directors in the cities, offering expertise and advice on marketing and communications activities.

- Chair national meetings to facilitate the sharing of best practices and lessons learned.
- Provide high level updates and facilitate connections between national volunteers, local volunteers, City Chairs, and AKFC staff
- Work with other members of the national WPW volunteer team to ensure cohesion and collaboration, and to provide oversight for development of key processes and tools.

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:

AKFC appoints World Partnership Walk National volunteers for a period of two years (2 campaigns) to ensure continuity and relationship building. 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 “National Marketing and Communications Director” in the subject line.

Deadline for submissions: April 10, 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.