

Committee: Media Relations and Outreach

Reports to: Event Manager

Job Description: Media Relations Coordinator (1 person)

To help before event establishing media. Set-up Interviews. To welcome on-site media and answer questions they may have for the Canada International Dance Convention

Roles and Responsibilities:

- Work with photography, media and on-line website personnel
- Help disperse the press release to Toronto, Guelph, Kitchener, London, Windsor, Ottawa, Montreal through traditional media sources, TV, on-line sources such as HUFF, magazines
- Design a spreadsheet with media contact information, etc.
- Sign in and sign out media – provide them with a pass. Media passes are to be returned for reuse
- Ensures a safe, clean and friendly environment
- Understand and complies with the Canada International Dance Convention volunteer regulations and code of ethics

Skills Required:

- Good verbal communication skills and sensitivity to customer needs
- Creative and Dynamic
- Previous media relations and publicity experience preferred
- Excellent written and spoken English required
- Bilingualism in any language is an asset-please indicate on application form
- Self-starter, able to take initiative and deliver on time
- Able to follow directions
- Demonstrate an ability to connect with people

Commitment:

- June – October– 1 hours a week commitment
- During event on site based on earlier arrangements made with media, most on Friday
- Expectation is that you will committed for each of these times to fulfill the full benefit of volunteering.
- Required to attend 1 volunteer session on October13 (afternoon) in Guelph or October 30 in Toronto (evening)