

Parkinson SuperWalk is the single most important awareness and fundraising event for Parkinson Society BC and its national partner, Parkinson Canada. Since 1990, SuperWalk has provided a platform for increasing awareness of the needs of those affected by Parkinson's disease. Funds raised support PSBC's programs, support services, advocacy efforts, and contributions to research.

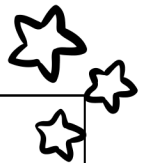
On the weekend of September 7 & 8 incredible British Columbians in more than 15 communities throughout the province will walk together to help give hope to approximately 17,500 people in BC living with Parkinson's disease.

Role Overview

The marketing & media coordinator plays a critical role in the overall success of Parkinson SuperWalk in their community. They will work to secure and collaborate with media contacts and connect with community members to spread awareness about Parkinson SuperWalk.

Monthly Commitment

3-4 hours (varies based on community and committee size).



Responsibilities

- Attends all SuperWalk committee meetings.
- Coordinates media releases with PSBC.
- Connects with local media - local papers, radio stations, television stations, etc. - to promote the event.
- Coordinates marketing campaigns with local businesses.
- Participates in media calls before and after event day for coverage.
- Coordinates radio/TV/newspaper interviews, if the opportunity arises.
- Identifies opportunities for social media messaging/content.
- Attends and supports media contacts on the event day.
- Participates in post-event wrap-up activities with the committee. These include the collection of receipts, committee debriefing, and other recognition activities.

The Marketing & Media Coordinator will have an opportunity to develop their marketing and communications skills and connect with media contacts.

Strong connections to media contacts and/or social media managing experience are an asset.