



Role: Media Centre Lead

Reports to: Marketing and Communications Chair

Pjila'si! We're saving you a seat!

Do you seek new experiences and friendships? Are you passionate about sport or learning about Indigenous cultures? Join the North American Indigenous Games 2023 as we help the Mi'kmaw Nation prepare to welcome over 5,000 Indigenous youth from across Turtle Island (North America) from July 15 to 23, 2023. We're looking for individuals who are eager to make an impact by joining our volunteer team of 3,000 community minded leaders. We want everyone to feel that they belong and you can help. NAIG 2023 is organized and executed by the NAIG 2023 Host Society, which is a not-for-profit organization and the employer of this opportunity.

What's involved?

The Media Centre Lead is a key role in the Games Time Marketing and Communications Team. They will oversee the Media Centre volunteers and provide hosting support to media at the venue or main Media Centre. They will act as the organisation's media liaison to formal spokespersons and aid in conducting media conferences and briefings.

Time commitment and responsibilities:

Pre-Games (Fall 2022 - July 2023):

- 5-7 hours a month for Media Team meeting and social media planning (will lead and plan meetings)
- Planning needs for the Media Centre
- Meet with Social Media Lead and Photography lead to determine requirements
- Establish connections with all Venue Team Marketing and Communications Leads to establish good connections leading up to Games Time

Games-Time (July 15-23, 2023):

- Availability for the duration of the Games
- Directs and oversees the overall operation of the Media Centre
- Ensure that all requests are shared with the Communications Team
- Aid in the development of content for dissemination via media releases, social media, websites, and other distribution channels

Expected start date: Fall 2022

What skills and qualifications are an asset?

Above all else, we require that all our volunteers have a desire to support and celebrate Indigenous youth as they pursue excellence in sport.

- Experience in creative writing and media relations
- Demonstrated respect for diversity and inclusion
- Have long-term relationships with the media
- Bachelor's degree in communications/media or related an asset
- 3 years of work experience as a media or PR manager or similar
- Leadership experience either in volunteer roles or in a workplace setting
- Previous experience working with and directing volunteers
- Ability to communicate in an effective and kind manner both in person and in written formats
- Highly responsive, thoughtful, and forward thinking
- Proven event planning and organizational skills
- Ability to make quick, sound decisions in difficult or stressful situations
- Leadership positions are required to be a minimum of 18 years of age

Ability to speak French or other languages is considered an asset but is not a requirement.

We are seeking 1 (one) person to fill this position.

I'm interested, how do I apply?

Please send a resume and letter of interest to the Volunteer Services Manager, Alex Cherry at volunteer@naig2023.com