



## **Volunteer Role: VTeam Marketing and Communications Lead**

**Reports to: Venue Team Lead and Media Lead**

### **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 Marketing and Communication Lead is an essential part of each Venue Team (VTeam), with the responsibility of the overall planning, organizing, and implementation of marketing and communication activities at a site. This includes ensuring that host broadcasting needs and all promotional obligations and media relations needs of the venue are met.

### Time commitment and responsibilities:

#### Pre-Games (September 2022 - July 2023):

- 7-10 hours monthly for Venue Team meetings (including planning and coordination of meetings), of which will ramp up to weekly in the two months leading up to the Games
- Attendance at Mission staff and Executive Meetings may be required
- Determine the space and requirements for venue Media Centre
- Identify the location and number of media workstations, observer positions, still photographer positions, and media seating needed within the venue
- Identify spaces for: location of commentator positions, access points for media, interview zones, and media personnel
- Work closely with Fit-Out & Decommissioning Team on signage expectations for partners and sponsors at the venue
- Assist with training of Marketing and Communications specific venue volunteers

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

- Availability for the duration of the Games (including bump-in/out), and for 3-5 days post-Games for assist with Venue decommissioning
- Ensure all signage remains intact and clear
- On-site coordination of media needs and relations
- Liaise VTeam lead and Marketing and Communications Chair when needs arise

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 with event marketing and event media protocol
- Expertise in creative writing and media relations
- Demonstrated respect for diversity and inclusion
- Comfort and knowledge of social media platforms
- Leadership experience either in volunteer roles or in a workplace setting
- Previous experience working with and directing volunteers
- Experience leading committees or groups and building a productive and collaborative team
- 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
- Able to lift up to 30 lbs and spent extended period of time standing (accommodations can be made if required)
- 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.

### **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](mailto:volunteer@naig2023.com)