



**Volunteer Opportunity Title:** Gala Marketing Subcommittee

**Organizational Impact:**

- Contributes to the success of the Chapter's largest fundraiser

**Position Summary:** Create the annual Marketing strategy and oversee the Marketing plan

**Responsibilities and Duties:**

- Develop and implement the Marketing plan
- Create and distribute media releases
- Identify and follow through on advertising and public awareness opportunities
- Identify opportunities to connect with past attendees and attract new ones
- Ensure all promotional materials are printed and distributed
- Coordinate Power Point display for Gala evening
- Identify photos to be taken at Gala
- Maximize social network opportunities
- Prepare and monitor Marketing budget
- Distribute post Gala tax receipts and announcement of next Gala date
- Promote Gala to family, friends, other contacts
- Complete tasks by deadline dates
- Actively participate in Committee meetings

**Preferred Skills / qualifications / experience:** Marketing experience, Fundraising, Media relations, Ability to work collaboratively, Time management skills, Communication skills

**Skills Gained:** Fund raising, Event planning, Strategic thinking, Team work, Problem solving, Working within a budget

**Training / Support:** Gala Committee & Chair

**Additional Checks:** None

**Time Commitment:** Monthly Committee Meetings - Sept to March, Independent Work - Sept to March, Gala Attendance

**Start / End Dates:** September to April

**Start / End Time:** Monthly Meetings: Weeknight 6:30-8:30 pm, Independent Work: 2-3 hours/week, Gala Attendance: Friday evening, 5:30-10:00 pm

**Number of Positions:** 2

**Opportunity Location:** Monthly Meetings: Chapter Office, Independent Work: Offsite, email, phone

**How to Apply:** Please submit a volunteer application



# Canadian Hemophilia Society Manitoba Chapter



**Contact Name:** Christine Keilback

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