

# Alberta Cancer Foundation Volunteer

## Down and Dirty 5km Obstacle Course – Committee Member: Social Media & Marketing

Our strategic goals at the Alberta Cancer Foundation are focused on helping Albertans every step of the way. They include: prevention and early detection/screening; diagnosing cancer early, reducing its risk, improving the effectiveness of treatment and improving the care and quality of life for patients and families.

Fundraising events such as Down and Dirty 5km Obstacle Course is vital in helping the Foundation reach our goals of investing \$20 million dollars annually across the province.

This role would work closely with event organizer, Dr. Rob Deltombe, to develop and execute a strategy to increase race familiarity, increase registered participants and manage social media channels.

Specifically this role would be responsible for:

- Developing a social media strategy for the event
- Managing social media accounts
- Developing and executing recruitment strategy

To be successful in this position it is beneficial to have the following knowledge, skills and abilities:

- Awareness of Alberta Cancer Foundation, its mission, vision and values
- Social media skills
- Computer skills
- Ability to work as part of a team

This volunteer role reports directly to:

- Dr. Rob Deltombe, volunteer event organizer for the Alberta Cancer Foundation

Following your contribution will be an informal dual feedback process where the Alberta Cancer Foundation and volunteer can determine if contribution to the event meets desired outcomes as outlined by event organizer.

Thank you for your interest in supporting the Alberta Cancer Foundation and for making life better for Albertans facing cancer.