



Steps for Change Media Volunteer

HealthBridge Foundation of Canada is looking for a Media Volunteer to support the upcoming fund and awareness raising campaign, *Steps for Change*.

Steps for Change mobilizes HealthBridge supporters across Canada and around the world to walk, run or roll in solidarity with vulnerable women in Nepal and Vietnam who face daily challenges for them and their children to have a healthy life from the start. *Steps for Change* is a virtual walk/run/roll that challenges participants to take 10,000 steps a day from September 14 – October 12. As participants step, they catch a glimpse into the obstacles women and children face to access basic health services and nutrition in Nepal and Vietnam. All proceeds from *Steps for Change* go directly to HealthBridge's *Saving lives of mothers and children in Nepal and Vietnam* project.

The Media Volunteer will play an integral role in ensuring *Steps for Change* is widely covered in print, radio and TV media.

The Media Volunteer will be responsible for:

- Developing an integrated media strategy;
- Reaching out to media contacts;
- Securing advertisement space in local Ottawa newspapers;
- Securing coverage of the campaign in print, radio and tv media.

The Media Volunteer should:

- Have excellent writing skills and experience writing press releases and talking points for media;
- Have experience working with the media; existing relationships with media are considered an asset;
- Have experience pitching stories to media;
- Have experience creating media strategies.

This is an unpaid volunteer position. The position will require approximately 2 hours a week from July 24 to October 15, 2017. If interested, please email admin@healthbridge.ca with 'Media Volunteer' in the subject line.