

### **Volunteer Position: Media and Communications Advisor**

The Centre for Active Transportation (TCAT) is a project of Clean Air Partnership (CAP), a registered environmental charity. We have a vision of vibrant cities with clean air, a healthy population, and a transportation system that prioritizes walking and cycling. Our mission is to advance knowledge and evidence to build support for safe and inclusive streets for walking and cycling. We believe that active transportation plays a critical role in creating environmentally and economically sustainable cities.

As a small organization with large goals, TCAT relies on volunteers to amplify its impact and accomplish work that has not been directly funded, but which advances its mission. The Media and Communications Advisor is someone with a passion for walking and cycling, who is looking for an opportunity to use their professional skills in the areas of media and communications to advance knowledge and evidence for walking and cycling in Ontario and across Canada.

Key tasks are outlined below, although we are open to new ideas and approaches, based on the background and experience of the volunteer. We aim to provide a satisfying and rewarding volunteer experience that also advances TCAT's goals and objectives.

#### *Feedback and Evaluation:*

- Review TCAT's media presence on a monthly basis and prepare a short summary, tracking key metrics and identifying strengths, opportunities and strategies for improvement
- Participate in the monthly communications team meetings, scheduled at a mutually convenient time
- Contribute to a year-end final report on TCAT's communications efforts

#### *Campaign Planning:*

- Review upcoming campaigns (report launches, events, etc) and provide advice on the design of the campaign, approaches to reaching the media, etc, as part of the monthly communications meeting
- Create and/or provide suggestions on campaign-related content (ie. press release, key messages, blog, social media) as identified at the monthly communications meetings

*Strategy:*

- Review TCAT's current communications strategy and, working with the communications team, develop and update our goals and approaches to more effectively reach our target audience.

Estimated time commitment: 5 to 10 hours per month

If you're interested in this opportunity, please send us your resume, along with a short statement describing your interest and experience, to [tcat@cleanairpartnership.org](mailto:tcat@cleanairpartnership.org)