

Who We Are:

Founded in 2000, Daytrippers (www.daytrippers.ca) is a non-profit children's charity, raising funds for trips to enable enriching learning opportunities for in-need children across Canada, by removing financial barriers of access to education and cultural experiences. Daytrippers is a grassroots, Toronto-based charity run by its volunteers; we are committed to unlocking the potential through opportunity.

Marketing Chair (Volunteer) – Toronto, ON.

Marketing Committee: This committee is responsible for owning the organizations digital marketing strategic initiatives, supporting other Daytrippers' committees in their marketing and communications efforts. As a Chair Executive Committee member, you will be accountable for the strategic plan for the Marketing committee. You will lead the Marketing committee annual planning process, including the scheduling of committee meetings aligned to key milestones and required decisions.

What You Will Do:

- Lead a highly-engaged team of volunteers and oversee the day to day operations of the Marketing Committee
- Drive the strategic planning process for the Marketing committee and contribute to strategy discussions on the overall Daytrippers Executive Committee
- Evaluate potential marketing opportunities for Daytrippers and collaborate with other Committees to identify opportunities to elevate the Daytrippers brand
- Ensure final graphics and layouts are visually appealing and on-brand
- Provide expertise and leadership to assist the planning for Daytrippers' annual fundraising gala
- Lead and/or attend monthly meetings (team meetings, Executive Committee, Board Committee, etc.)

Who You Are:

As a Chair, you will have the following:

- Exceptional leadership skills, ability to align, motivate and mobilize volunteers to achieve a vision
- A keen eye for aesthetics and details
- Highly organized and resourceful
- Ability to work collaboratively in a team setting
- Passionate about using your expertise as a part of an organization that gives back to local children

About the Volunteer Experience

All volunteer positions are designed for professionals with busy lives. Committee members and co-chairs make a 1 year commitment. This role requires a commitment of 2-3 hours a week. Committee meetings take place outside of normal business hours and can typically be accessed by conference call if necessary. All volunteers have the opportunity to be core to our decision-making process.

How to Apply: Please state your interest and email your resume to recruitment@daytrippers.ca, noting 'Marketing Chair' in your email subject line.