



Volunteer Role Description

Public Relations Coordinator

Kamloops Search and Rescue (KSAR) is a volunteer search and rescue team with a wide variety of skills providing an important life-saving service to the public, 365 days a year, 24 hours a day.

Currently, KSAR is looking for a volunteer who is comfortable dealing with standard media outlets to help us bring awareness to the community about our services, wilderness safety and to provide updates about on-going searches.

Key Responsibilities:

- Work with our policy group to develop our public relations strategy and campaigns
- Develop key messaging (for internal staff, external stakeholders and the general public)
- Create and maintain a media contact list
- Create and distribute press releases as necessary
- Potentially deliver media interviews

Knowledge, Skills & Abilities:

- Strong media relations knowledge and experience
- Journalism, communications and/or marketing education and/or experience
- Excellent verbal, written and interpersonal communication skills
- Ability to work effectively both independently and as part of a team
- Experience working in a social impact organization is preferred

Location:

- This position is mostly remote, though there may be some in-person events

Time Commitment:

- Hours are flexible, averaging approximately 1 hour per week

Application Process:

- Please send an email expressing your interest and detailing how you fit the role to recruiting@ksar.ca