



Rideau Canal Museum

Volunteer Position Description

Advertising/Media

Purpose of the Role:

- To promote the image of the Rideau Canal Museum (RCM) within Rideau Canal area
- To increase awareness of the RCM and its benefits
- To increase the awareness of the World Heritage status of the RC
- To promote, advertise specific RCM events and activities

Location:

- Work will be completed at the RCM or at volunteer's home if equipped with appropriate equipment (i.e. computer)
- Advertising done throughout canal to promote the canal museum

Duties and Responsibilities

- Contact the media about events, news items, updates, activities by the RCM
- Prepare press releases, design posters, explore new media contacts, etc.
- Advertise events, features of RCM using a variety of media types

Time Requirements:

- 6 hours per month

Skills and Qualifications Required

- Volunteer must have excellent communication skills both written and verbal
- Familiarity with media types, processes and procedures
- Computer literate in internet, Microsoft word. Experience in graphics design an asset

Benefits:

- Volunteer will improve/develop communication skills, increase their knowledge of the canal, its history and features
- Volunteer will be part of the World Heritage Site promotion,
- Allows RCM to improve its community profile/niche in community
- Allows for education of the general public re: significance of Rideau Canal and World Heritage Site

Orientation and Training

Provided by the RCM Manager and or Volunteer Co-ordinator:

- Familiarization of the museum, policies, programs and procedures



Rideau Canal Museum

- Tour of the museum and its facilities
- Training on volunteer policies and procedures

Level of Screening Required

- Application and Interest Form Completed
- Interview Completed (can be conducted by telephone)
- 1 personal reference/recommendation check completed
- Police Records Check

Supervision

- To be provided by RCM Manager

Safety Considerations

- All volunteers will take into consideration and act in accordance with health and safety policies and best practices in the execution of their task

Date description developed:

March 2010

Date reviewed/revised: