



CMHF BRAND AMBASSADOR PROGRAM **REGIONAL TEAM LEADER - ONTARIO NORTH**

The Canadian Medical Hall of Fame (CMHF) is a unique, national nonprofit organization located in London, Ontario that celebrates the accomplishments of Canada's medical heroes and encourages young people to pursue careers in the health sciences through local and national education programs.

We are seeking a student volunteer to serve as Regional Team Leader for Ontario North. The goal of our CMHF Brand Ambassador Program is to generate awareness of the CMHF with students and faculty on campus and across social networks. The Regional Team Leader is a reliable, friendly, team player who recruits and encourages brand ambassadors and serves as internal and external representative for our organization.

POSITION SUMMARY:

Are you a health sciences-related undergraduate student who is inspired by the CMHF Laureates and excited about sharing this enthusiasm with others? Can you help build a team of brand ambassador volunteers in your region?

If you are interested in volunteering for a two-year term (2024 - 2026), you can commit 2-4 hours per week and you will be a second or third-year student this coming academic year at the **NOSM University, Queens' University, or University of Ottawa** keep reading this post.

Here's what you will be doing:

- Recruiting, managing, and supporting your Brand Ambassadors to further develop awareness about the CMHF using marketing, communication and stakeholder engagement strategies
- Developing your skills as the team leader of health science communicators
- Sharing your knowledge and passion with CMHF Brand Ambassadors in your region
- Collaborating with other Team Leaders and Ambassadors to develop a portfolio of work and inspire other ambassadors from the other region – on your schedule and at your own pace

KEY RESPONSIBILITIES

- Learn about and embrace the CMHF mission, vision, values and programs
- Recruit brand ambassadors (supported by CMHF staff and Ontario South Region Team Leader) in your assigned territory
- Foster collaboration among all brand ambassadors in your region
- Work with Ontario South Regional Team Leader and ambassadors to identify opportunities for collaboration and to share awareness ideas
- Develop content plans or basic guides for brand ambassadors to follow
- Schedule and host monthly collaboration meetings with all brand ambassadors in your region as an opportunity for students to meet, share ideas and collaborate on projects

- Lead the CMHF Brand Ambassadors located in your region and support them to:
 - Identify opportunities to generate awareness of CMHF on campus: conferences, clubs, etc. together with your brand ambassadors
 - Develop creative content related to our Laureates, emerging health issues, health research, public health, etc. to be shared on the CMHF website, social media channels, and newsletters
 - Leverage social media channels for knowledge translation by sharing research and topical health information in simplified ways (TikTok to explain important health issues in lay terms)
 - Promote www.cdnmedhall.ca as a source of inspiration about Canadian accomplishments in health
 - Promote the CMHF Award for Medical Students program
 - Support our call for Laureate nominations
 - Promote and support our Discovery Days in Health Sciences events (where applicable)
 - Endorse CMHF within existing academic and social networks via word-of-mouth and social media marketing tactics

QUALIFICATIONS

- Genuine interest and alignment with our mission, vision, and values
- Completion of a minimum of one-year postsecondary education in a health sciences field
- Superior written and oral communication skills
- Strong research skills
- Ability to be self-directed and work independently
- Ability to collaborate effectively with local and national CMHF stakeholders
- Strong interpersonal skills
- Previous marketing and/or social media experience is an asset

SKILLS

- Creative
- Reliable
- Works independently and as part of a team
- Knowledge of design and content planning software is an asset
- Genuine interest in the history of medicine and/or health sciences, media, communications
- Knowledge of social media platforms (Instagram, TikTok, YouTube, Facebook, Twitter, LinkedIn)
- Strong written and verbal presentation skills
- Ability to develop compelling slide decks about CMHF information and Laureates specific to departments/disciplines
- Interest in designing on-campus or social media contests

WE WILL SUPPORT YOU

- Training sessions with and ongoing support from CMHF staff
- Regular collaboration meetings with CMHF
- Sample slide deck presentations to introduce CMHF & core programs
- Branded swag to identify you as a part of the CMHF Ambassador Program
- Access to CMHF social media accounts as needed
- Complementary ticket to Induction Ceremony (travel and accommodation at own expense)

TIME COMMITMENT AND TIMELINE

- Minimum two-four hours per week based on your schedule in addition to quarterly collaboration meetings
- Two-year term, renewable for a second term.

APPLICATION

Application Deadline: July 10, 2024

Start Date: August 2024

Interested applicants, please submit a statement of interest and resume to:
Communications Manager, Canadian Medical Hall of Fame
100 Kellogg Lane
London ON N5W 0B4
cmhf@cdnmedhall.ca