



## **CMHF BRAND AMBASSADOR (UNIVERSITY OF TORONTO)**

The Canadian Medical Hall of Fame (CMHF) is a unique, national nonprofit organization located in London, Ontario 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 reliable, friendly, student volunteer, to serve as an internal and external representative for our organization at the University of Toronto. The CMHF Brand Ambassador, as a strong team player, together with the other Brand Ambassador from the University of Toronto will help us to generate awareness about the CMHF with students and faculty on campus, and across social networks. Both Brand Ambassadors will be supported by the Regional Team Leader of the Ontario South region who is responsible for the University of Toronto, McMaster University and Western University.

### **POSITION SUMMARY**

Are you an undergraduate student who will be in your second or third year in the 2024-2025 academic year, inspired by the CMHF Laureates and excited about sharing this enthusiasm with others?

You enjoy creating online tools such as education resources, engaging videos and social content. As a Brand Ambassador, you will help to make complicated health topics interesting, relatable and easy to understand and will coordinate with other brand ambassador volunteers to share ideas and best practices.

If you are interested in volunteering for a two-year term (2024 - 2026) and can commit 2-4 hours per week, keep reading.

Here's what you will be doing:

- Developing awareness about the CMHF at your campus using marketing, communication and stakeholder engagement strategies
- Improving your skills as a health science communicator
- Sharing your knowledge and passion with other CMHF Brand Ambassadors in your region
- Collaborating with other Brand Ambassadors from your region – on your own schedule and at your own pace.

### **KEY RESPONSIBILITIES**

- Learn about and embrace the CMHF mission, vision, values and programs
- Identify opportunities to generate awareness of CMHF on campus: conferences, clubs, etc. together with other 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](http://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
- Work with your Regional Team Leader to identify opportunities for collaboration and to share awareness ideas
- Develop content plans or basic guides together with your Regional Team Leader
- Participate in collaboration meetings with all brand ambassadors in your region as an opportunity for students to meet, share ideas and collaborate on projects

## **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
- Strong in-person 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**

- 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: November 30, 2024

Please submit a statement of interest and resume to:

CMHF Brand Ambassador Program, Team Leader - Ontario South  
Kiyah Sadeghi Janbahan: ksadegh2@uwo.ca