



Volunteer Role
PUBLIC RELATIONS ASSISTANT

Jamaican Canadian Association of Nurses (JCAN) is a registered charity that is committed to improving healthcare in impoverished communities in Canada and Jamaica. At past charity fundraising events JCAN has endowed nursing students experiencing financial hardship with a scholarship towards their tuition and provided recognition including monetary assistance to other registered charities in Canada with similar mandate “to meet the needs of marginalized individuals in the community.” Additionally, JCAN has donated much-needed state-of the-art-medical equipment to under-funded hospitals in Jamaica.

Role Purpose

To assist with expanding JCAN’s impact in the community by coordinating public relations activities that align with the charity’s mandate. The Public Relations Assistant will work closely with the LTC, Programs & Fundraising Committee, Project Manager and the Education & Membership Committee in order to assist with the planning and promoting of calendar and other events.

Key Responsibilities

- Generate creative ideas that will increase the charity’s income through community outreach, marketing and public relations activities.
- Assist with writing articles for JCAN’s newsletter.
- Assist with generating content for all social media platforms including, Facebook, Instagram, Twitter and LinkedIn.
- Assist with live posts at calendar events, when necessary.
- Assist with website updates.
- To represent JCAN when required, this may include external events and donor/sponsorship presentations.

Abilities and Skills

Knowledge of JCAN’s Constitution and Bylaws
Excellent communication and team skills
Philanthropic, creative thinker, flexible

Assets

Knowledge of JCAN activities and background in marketing or public relations