

Volunteer Position Description



Position Title: Public Relations Coordinator (Volunteer)

Position Purpose & Summary: [Hand Up Toronto](#) is a volunteer-run charitable organization which aims to support families experiencing food insecurity through the provision of food hampers, basic necessities and information about community resources. The Public Relations Coordinator (Volunteer) will support Hand Up Toronto's visibility and credibility through strategic media outreach and storytelling. This role is responsible for securing earned and shared media opportunities, building relationships with press contacts, and amplifying the organization's impact through well-crafted communications. The role is ideal for someone with a background in PR or communications who is passionate about using media as a tool for social good. This position can be shared between 2 to 3 volunteers to ensure a reasonable workload of 3 hours per week.

Location: Virtual

Responsibilities:

- Develop and maintain a list of local media contacts and outlets relevant to Hand Up Toronto's work
- Craft and distribute press releases, media advisories, and pitch letters
- Coordinate with the Marketing Director to identify and promote newsworthy stories, milestones, and events
- Pitch Hand Up Toronto's work to journalists and editors to secure earned and shared media placements
- Monitor media coverage and compile reports to evaluate reach and impact
- Support in developing media kits and spokesperson talking points
- Build relationships with local reporters, bloggers, podcast hosts, and community media
- Work with the Marketing Team to align external messaging
- Attend regularly scheduled meetings with the Marketing team twice a month and All-Executive Meetings once a month. Meetings are held 5:30 or later on weekdays (typically Mondays).
- If possible, in-person attendance at a Saturday distribution event in downtown Toronto would be an excellent introduction to our programming

Qualifications:

- Experience in communications, media relations, or public relations
- Excellent written and verbal communication skills
- Ability to identify media opportunities and write compelling pitches
- Connections within the local media landscape are an asset
- Organized, proactive, and comfortable working independently
- Understanding of nonprofit messaging and audience alignment is an asset
- Ability to work collaboratively and meet deadlines

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Screening Measures:

- Resume or LinkedIn profile with a brief cover letter outlining why you are interested in this position.
- Interview with the Marketing Director
- Samples of prior written work

Support & Supervision:

This role reports to and is supported by the Marketing Director at Hand Up Toronto and will work closely with the Marketing team.

Time Commitment & Scheduling:

- Minimum commitment of 3-4 hours per week
- Biweekly virtual check-ins with the Marketing Team

Risks & Challenges of the Position:

As this role is primarily desk-based, we encourage you to set up an ergonomic and healthy working environment.

Benefits:

- Excellent opportunity to work as part of a highly supportive volunteer team and make a concrete difference in the lives of families facing food insecurity in Toronto
- Build your writing portfolio with nonprofit and community-centered content
- Gain experience in digital storytelling and content strategy for a social impact organization
- References available upon request after a minimum of three months in the role

To Apply: Hand Up Toronto is committed to fostering a diverse and inclusive community – everyone is welcome and we encourage candidates of all backgrounds and levels of experience to apply.

To apply, kindly email your resume and cover letter to resume@handuptoronto.org. Please add the position in the subject line.