



MEDIA RELATIONS TEAM LEAD ROLE DESCRIPTION

Organizational Overview:

Pride Toronto is the not-for-profit organization that presents Pride Week, a ten day long arts and cultural festival celebrating Toronto's LGBTTIQQ2SA* communities. The Festival is produced by year-round volunteers, each working together to produce the Pride Festival and full time staff that manage the organization and direct and support the activities of the teams. Each team is led by two Team Leads who manage the activities of the team and its members. Our volunteers are an important part of Pride Festival planning who together; Help Make Pride Happen!

** Lesbian, Gay, Bisexual, Transsexual, Transgender, Intersex, Queer, Questioning, 2 Spirited, Allied.*

Purpose:

The Media Relations Team works with and reports to; the Executive Director. The Media Relations Team is focused on the accreditation, registration and providing information to the media during the 10 days of the Pride festival

Term of Position and Hours per week required:

There are two Team Leads on the Media Relations Team. Each Team Lead is appointed to a two year term, and each position requires a commitment of approximately 5-8 hours per month from August through to March and approximately 10-20 hours per week from March through to June. Team Leads must also be available for the entire duration of Pride Weekend, with a minimum of 10 hours per day.

Responsibilities:

Portfolio Tasks (50%):

- Reports to the Executive Director
- Oversees and leads media accreditation for all official Pride Events during the Festival
- Operates the Media & Information Tents during the Pride Festival
- Liaise with media, Co-Chairs and the Executive Director as required during the Pride Festival
- Leads the distribution of the official Pride Guide
- Works on additional tasks as provided by staff liaison



Team Coordination (20%):

- Recruits, trains and manages a reliable team
- Ensures updated information is available for volunteers, including a Team manual and volunteer descriptions
- Submits a schedule of Weekend Volunteer shifts to the Weekend Volunteer Team
- Provides training to Team Members and Weekend Volunteers in advance of the festival weekend
- Attends Monthly Lead Meetings

Organizational Support /Overarching Team Mandate (20%):

- Works within the limits of the approved budget and adheres to Pride Toronto's financial principles
- Works openly, cooperatively and collaboratively with all other Pride Toronto Board Staff and Volunteers.
- Provides courteous and professional customer service to all potential and registered participants of Pride Week;
- Refers donations to the organization by referring prospective donors of cash / service / product / venue / promotion to the Director of Fundraising only;
- Refers sponsorships and partnerships of cash / service / product / venue / promotion by referring prospects to the Director of Fundraising only;
- Ensures any partnership or commitment of any organizational resources with any external person, organization or venue is approved by the appropriate staff liaison;
- Ensures any communications with the media are referred to the Co-Chairs of the Board of Directors and/or the Executive Director;
- Ensures the accurate tracking and timely submission of Team Lead (Co-Leads) and Team Member volunteer timesheets.

Skills:

- Must be 18 years of age or older and have a Police Records Check completed (please see the PRC Volunteer screening policy).
- Familiarity with and broad knowledge of media protocols, dealing with request for interviews and general media inquiries
- Ability to manage volunteers and tasks effectively
- Ability to motivate and facilitate people
- Team player
- Excellent time-management skills



- Ability to function in a deadline-driven environment with multiple, conflicting priorities
- Strong ability work within a budget
- Community-minded orientation

This is not an exhaustive list of the duties/skills required for this role. For a more detailed list of the work involved, please contact Kiona Sinclair, Volunteer Program Manager at kiona@pridetoronto.com

Pride Toronto – Mission

Pride Toronto exists to celebrate the history, courage, diversity and future of Toronto's LGBTTIQQ2S* communities.

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Application Process:

Please submit your resume to:

Kiona Sinclair
Pride Toronto
Volunteer Program Manager
kiona@pridetoronto.com

Tel: 416-927-7433 ext. 227

Fax: 416-927-7886

Pride Toronto adopts and upholds the City of Toronto's policy statement which prohibits discrimination and harassment and protects the right to be free of hate activity, based on age, ancestry, citizenship, creed (religion), colour, disability, ethnic origin, family status, gender identity, level of literacy, marital status, place of origin, membership in a union or staff association, political affiliation, race, receipt of public assistance, record of offences, sex, sexual orientation or any other personal characteristics by or within the organization.