

Job Posting: Communications Director (Volunteer Board Position)

Organization: L. A. Foundation

Location: Remote within Canada

Position Type: Volunteer Board Member

Application Deadline: May 7, 2025 @ 5 pm PST (AGM 2025)

About Us:

The L. A. Foundation is dedicated to building confidence and community through adventure by expanding what leadership looks like in the outdoor industry.

We are a nonprofit aiming to support, amplify and inspire individuals and communities to build a more inclusive and equitable outdoor industry.

We aim to do this through our two main pillars:

1. Local Grassroot Events: Each of our active chapters across Canada host local, grassroots, community-based meetups once a month to help build confidence, introduce newcomers to outdoor sports and connect the local community through adventure.
2. Scholarships: By helping to amplify the BIPOC community into leadership positions within the outdoor industry by minimizing financial barriers to entry through educational and gear-based scholarships.

Together we overcome our own personal, societal and financial barriers to inclusivity and equity in the outdoors.

We are seeking a passionate and organized individual to join our Board as the Communications Director. This volunteer role plays a crucial part in supporting our chapter program through our annual training and community outreach initiatives.

Role Overview:

The Communications Director will be responsible for managing and enhancing our communication efforts across various channels, including social media, community outreach, and email marketing. This role is essential in fostering engagement and building strong relationships within the community, and would work closely with our Fundraising, Scholarships, Education and Chapter Directors.

Key Responsibilities:

- Social Media Management

- Develop and implement a social media strategy to effectively promote our programs and initiatives.
- Create, schedule, and publish engaging content across all social media platforms.
- Community Outreach
 - Actively engage with the community to foster relationships, gather feedback, and promote our mission.
 - Represent the L. A. Foundation at community events to raise awareness and encourage participation.
- Email Marketing and Communications
 - Design and manage email marketing campaigns to keep our community informed and engaged.
 - Coordinate messaging to align with our goals and values, ensuring consistency in communication.
- Channel Protection
 - Maintain the integrity of our communication channels to uphold the foundation's reputation.
 - Monitor and respond to community inquiries and feedback in a timely and professional manner.

Qualifications:

- Previous experience in communications, marketing, or a related field is beneficial.
- Strong written and verbal communication skills.
- Familiarity with social media platforms and email marketing tools.
- Ability to commit to regular participation in our community, ensuring continuity in communication efforts.
- A record of being a part of our community to ensure the safety of our marketing channels and an understanding of our community voice and history

Estimated Time Dedication:

This position is year round. We ask that applicants expect to work independently and maintain a consistent level of commitment, dedicating 5-10 hours per month. Each director position is based on a two-year term.

Why Join Us?

This is an exciting opportunity to contribute to the growth and sustainability of the L. A. Foundation while enhancing your skills in marketing and community development. You will be part of a passionate team that is dedicated to making a meaningful impact in the outdoor community.

How to Apply:

Interested candidates are invited to reach out with any questions about this director position to kieren@theladyalliance.com prior to our AGM on May 7th..

We ask that interested candidates attend our AGM on May 7th at 5 pm PST. Priority will be given to those that can attend our AGM. At the AGM we encourage interested applicants to have their resume and a brief personal proposal on hand when nominating themselves forward into the role.

If you are interested in this position but attending the AGM is not possible, please send kieren@theladyalliance.com your resume and a cover letter nominating yourself into this position.

Join us in empowering the next generation through education! Become our Communications Director for our 2025 - 2027 seasons!