

Alzheimer Society

The Alzheimer Society’s Vision is a world without Alzheimer’s disease and other dementias. Our **Mission** is to alleviate the personal and social consequences of Alzheimer’s disease and related dementias and to promote research.

OUR VALUES

Collaboration Accountability Respect Excellence

Title of position: Volunteer Event Planning Assistant

Purpose:

This volunteer role supports the Alzheimer Society’s mission by helping promote the IG Wealth Management Walk for Alzheimer’s through creative content development, social media support, and outreach. By strengthening public awareness and engagement, this role directly contributes to increased participation and fundraising that support programs and services for people living with dementia.

Responsibilities may include:

- Assist and draft weekly social media captions and sponsor shout-outs
- Pull quotes/statistics from the Alzheimer Society of Canada for posts
- Help develop simple content ideas (e.g., “Why I Walk,” behind-the-scenes, countdown posts)
- Identify trending audio or formats suitable for Walk promotion
- Contribute to a small video/content idea bank
- Assist in maintaining the Walk content calendar
- Draft short event blurbs and track where the Walk is promoted
- Compile lists of community calendars, Facebook groups, and local media
- Draft post-event thank-you messages
- Help prepare event signage, supplies, and Walk Day kits
- Assist in coordinating and directing volunteers on the day of the event to ensure smooth operations

Qualifications:

- Strong written communication skills
- Creativity and interest in social media content creation
- Ability to follow branding guidelines
- Comfortable using Facebook and Instagram
- Organized, detail-oriented, and able to manage multiple small tasks
- Reliable, punctual, and able to work independently
- Interest in community engagement, event planning, or marketing
- 18 years of age or older

Time commitment:

- Approximately 2–4 hours per week from February to early June
- Additional hours may be requested during the week of the Walk
- Hybrid role: some tasks can be done remotely; some preparation tasks are in-office
- Must be available on the day of the event. IG Walk for Alzheimer on May 31st 2026

Orientation/Training:

Overview of ASTB, expectations for attendance and required training.

Application Process:

- Volunteer application
- Interview
- Completed Reference checks
- Criminal Records Check
- Completion of required onboarding and training

Evaluation/Success measures

- Timely delivery of drafted content
- Accuracy and consistency with branding guidelines
- Completion of assigned tasks by agreed deadlines
- Positive collaboration with staff and volunteers

Supervision/Support:

- Supervised by: Marketing & Awareness
- Regular check-ins provided
- Support with content review, approvals, and prioritization of tasks

Benefits of Volunteering:

- Opportunity to build skills in marketing, content creation, event planning, and community engagement
- Experience working with a respected nonprofit organization
- Reference letter (upon successful completion of role)
- Contribute meaningfully to improving the lives of people living with dementia
- Networking opportunities with staff, sponsors, and community partners

Commitment to Equitable Recruitment

The Alzheimer Society recognizes the value and dignity of each individual and ensures everyone has genuine, open, and unhindered access to employment opportunities, free from any barriers, systemic or otherwise. We are dedicated to building a diverse and inclusive work environment, where the rights of all individuals and groups are protected and all members feel safe, respected, empowered, and valued for their contributions.

Our values include justice and connection and are the guideposts we use for decision-making of all kinds. We believe that this will guide the organization toward a place of inclusion for all - where equity and access to essential supports and services becomes the reality.

We are committed to inclusive, barrier-free recruitment and selection processes in accordance with the Human Rights Code and AODA. The Alzheimer Society of welcomes those who have demonstrated a commitment to upholding the values of equity and social justice and we encourage applications from First Nations, Inuit and Métis, Indigenous Peoples of North America, Black and persons of colour, persons with disabilities, people living with dementia, care partners and those who identify as LGBTQ2S+.

We respect your privacy. The Alzheimer Society collects your personal information in order to help identify and align suitable volunteers and opportunities. Only authorized Alzheimer Society staff and/or volunteers access this information. For more information about our privacy policy go to www.alzheimerontario.ca

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