



**St. John Ambulance**

**SAVING LIVES**  
at work, home and play

## **Who We Are**

As Canada's leading first aid and safety charity, St. John Ambulance is dedicated to enabling people's health, safety, and quality of life through training and community service. Building on a 900-year tradition, St. John Ambulance provides first aid, CPR, and safety training and products, where proceeds also help fund several charitable community programs. St. John Ambulance British Columbia and Yukon strives to be the National leader on technology upgrades, providing community services, and create a dynamic working environment to attract talented employees.

## **General**

Our British Columbia and Yukon headquarters is seeking a temporary Brand Ambassador for the Community Services Department. The brand ambassador acts as a representative of St. John Ambulance BCY to support the development and delivery of a robust and integrated brand ambassador campaign. The goal of the campaign is to engage the public, community partners, and volunteers in the mission and mandate of St. John Ambulance by raising awareness for safety and emergency preparedness and increasing sales of associated products and services. In this role, the brand ambassador should have an understanding and passion for all things safety and first aid at home, work, and play!

The ambassador will be supervised primarily by the Marketing and Fundraising Campaign Coordinator with additional support from the Director of Community Services and Fund Development. The Ambassador will be supervised in content creation and initiatives. Regular reporting and feedback meetings with their supervisors will be scheduled.

## **Responsibilities and Duties**

- Participate in planning and execution of fundraising and marketing campaigns;
- Perform research for new initiatives and methods of implementation;
- Collaborate on content creation including engaging videos and photos;
- Develop rollout plans for campaign activities, including logistics, supplies, and key communications; and
- Coordinate program delivery.

## **Knowledge and Skills**

- Proficient in computer programs (including Microsoft 365, Microsoft Suite & databases);
- Comfortable presenting on camera and in front of people;
- Ability to commit information to memory;
- Flexible and able to accommodate short turn-around on projects;
- Ability to communicate effectively in English, written and verbal;



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- Excellent organizational and communication skills;
- Experience with research;
- Previous experience with content creation is an asset; and
- Access to reliable transportation is an asset.

This is a part-time (20 – 30 hours per week) temporary position with a duration of two months.

If you or someone you know is interested in this position, please email a resume and cover letter to [bcy.hrteam@sja.ca](mailto:bcy.hrteam@sja.ca).