



## **JOB POSTING**

**Position Title:** Street Team Lead  
**Reports to:** Special Projects Manager  
**Job Status:** Seasonal Part Time, Jul-Aug, 15-20 hours per week  
**Remuneration:** \$20/hour

### **About us**

Hospice Halifax is a compassionate and supportive community of staff members, volunteers, and donors dedicated to making dying and living as comfortable and meaningful as possible at the end of life. Our hospice residence is an inclusive space where individuals and their families receive personalized and dignified end-of-life care.

Hospice Halifax continues to take action against racism and discrimination in the workplace and to identify and address systemic barriers to full and equal participation. As such, each member of our team must be committed to fostering a safe working environment where all members of the team experience an authentic sense of inclusion and belonging.

### **Primary Functions of the Position**

This position is responsible for the execution of the 'Hospice Halifax Street Team' summer marketing campaign. 'Hospice Halifax Street Team' is tasked with engaging directly with community members throughout HRM with various activations at events and public spaces to create connections and increase awareness of Hospice Halifax.

As a member of the Development Team, the Street Team Lead will work with the Special Projects Manager and lead a team of volunteers.

The 'Street Team Lead' should be very outgoing, self-motivated and comfortable working directly with the general public. Conversation should come very easily and naturally to you, and due to the nature of hospice work, the 'Street Team Lead' should be comfortable talking about sensitive topics such as death and grief (although you are NOT expected to be an expert in these areas).

This role will involve an estimated 5 hours MON - FRI for administrative duties, and 10 to 15 hours of 'activation' during the weekends.

### **Duties and Responsibilities**

- Assist the Special Project Manager in organizing 'activation' locations throughout HRM
- Assist the Special Project Manager and People Services Manager in ensuring that we have adequate volunteer attendance at each 'activation'
- Promote and educate the public about Hospice Halifax activities, initiatives and services

- Promote and educate the public about The Compassionate Closet activities, initiatives and services
- Transport promotional materials to and from various locations for our ‘activations’, including loading, driving, and unloading the provided Hospice Halifax van
- Generate and create content on-site at ‘activation’ locations suitable for our social media channels (Facebook, Twitter, LinkedIn and Instagram)
- Engage in meaningful conversations with the general public, and represent Hospice Halifax in a positive light
- Maintain documents to track, provide status reports, and post event analysis and lead generation follow up, including attendance, general feedback from patrons, etc
- Care for the Hospice Halifax van, including keeping it tidy and fueled
- Responsible for maintaining an inventory of required collateral for an ‘activations’ success

## Qualifications

### Skills and Abilities:

- **Enthusiastic & positive energy** - you radiate an energy that draws others in
- **People-oriented** - you enjoy interacting with people and working in groups
- **Adaptable/flexible** - you enjoy doing work that requires frequent shifts in direction
- **Detail-oriented** - you like to focus on the details of work while understanding the bigger picture
- **Safety First** - You are able to assess risk, and mitigate issues to ensure the safety of yourself and the volunteers in your care

### Education and Experience:

- Post-Secondary degree or diploma relating to Marketing, Communications, Public Relations, or other relevant fields, will be considered an asset. **Students are encouraged to apply**
- Experience in theatre, sales, as a camp counsellor or a student leader will be considered an asset
- General knowledge of Hospice Halifax or other hospices is considered an asset

## Additional Requirements

- Driver’s license in good standing
- Ability to lift up to 50 pounds
- Other duties as assigned

## How to Apply:

Hospice Halifax is committed to fostering a diverse and inclusive work culture. We welcome and encourage applicants who are BIPOC, LGBTQ2S+ and persons with (dis)abilities to self-identify in their cover letter.

Please forward a cover letter and resume to [m.kelly@hospicehalifax.ca](mailto:m.kelly@hospicehalifax.ca) and reference “**StreetTeam2022**” in the subject line of the email.

Thank you for your interest in working with Hospice Halifax. Only those selected for the interview process will be contacted.

**Closing Date: June 17, 2022**