



LIFESAVING SOCIETY®  
SOCIÉTÉ DE SAUVETAGE

*The Lifeguarding Experts*  
*Les experts en surveillance aquatique*

## **Call for Volunteers Public Education Commissioner**

### **Introduction**

The Lifesaving Society Canada's Public Education Commission contributes to the mission of the Society by providing targeted education that results in behavioural change aimed at the prevention of drowning and water-related injuries. At this time, the Public Education Commission has six areas of focus to help achieve this mandate:

- Swim to Survive stewardship
- Annual National Drowning Prevention Week campaign
- Public educating messaging
- Government Advocacy
- Communications
- Partnerships (e.g. Canadian Drowning Prevention Coalition and Drowning Prevention Research Centre)

### **Call for Volunteers – Public Education Commissioner**

The Lifesaving Society Canada is currently seeking a volunteer to lead the Public Education activity centre and projects as assigned by the Board of Directors. Reporting to the Board of Directors (or designate), the Public Education Commissioner will:

- Participate in an ethical and lawful manner, respecting the confidentiality of Board and Commission discussions.
- Work with the National office to establish an operational plan for the Commission based on the strategic plan as provided by the Board of Directors
- Communicate with and coordinate the work of the portfolio chairs in achieving the tasks as per the operational plan.
- Chair the Commission for which the Commissioner is responsible.
- Attend Board of Director meetings as requested or required
- Champion priorities and other projects, as directed by the Board of Directors.

### **Skill Set/Knowledge Areas**

- Strong understanding the Lifesaving Society to include its structure, programs and services.
- The ability to work with staff and volunteers at both the executive and grassroots level.
- Strong communication skills - oral and written.
- Background/working knowledge in marketing, promotion or public education.
- Project and program building capabilities.
- Behavioral change messaging expertise is preferred.

Please submit an Expression of Interest to Wendy Schultenkamper, National Technical Manager via email at [wschultenkamper@lifesaving.ca](mailto:wschultenkamper@lifesaving.ca) by **21 April 2019**. Expressions of Interest should include a description of your relevant experience, skills, and education. Public Education Commission Terms of Reference is available upon request.