

The StoryBridge Network Volunteer Role Description

Role Title: PR and Marketing Coordinator (Internship)

Program Area: Communications and Outreach

Location / Format: Primarily remote with occasional in-person events in Winnipeg

Supervisor: Executive Director

Start Date: As soon as possible

Term Length: Up to one year, with the possibility of renewal following review

Estimated Time Commitment: Approximately 5–10 hours per month

About The StoryBridge Network

The StoryBridge Network is a community-driven organization that uses storytelling and creative expression to foster resilience, inclusion, and social change. Through workshops, storytelling programs, and partnerships with community organizations, StoryBridge creates spaces where diverse lived experiences can be shared and valued.

StoryBridge operates using a collaborative leadership model in which volunteers contribute meaningfully to programs, projects, and organizational development.

We welcome applications from newcomers, youth, and individuals seeking Canadian work experience.

Role Purpose

The **PR and Marketing Coordinator** supports StoryBridge's communications and outreach efforts by helping promote programs, events, and volunteer opportunities.

Working closely with the Executive Director and program leaders, this role helps ensure that StoryBridge's storytelling initiatives reach the communities they are intended to serve.

This internship-style role is particularly suited for individuals interested in gaining experience in communications, nonprofit marketing, social media management, and community engagement.

Key Responsibilities

Responsibilities may include:

- assisting with the development and scheduling of social media posts
 - helping promote StoryBridge programs, workshops, and events
 - supporting the creation of outreach materials such as newsletters, announcements, or promotional graphics
 - assisting with volunteer recruitment communications
 - helping maintain StoryBridge's online presence (website updates, event listings, etc.)
 - supporting communications campaigns for major initiatives such as storytelling programs or conferences
 - documenting events or programs for storytelling and impact reporting when appropriate
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Skills and Qualities

This role is well-suited to someone interested in communications, marketing, storytelling, or nonprofit outreach.

Helpful qualities may include:

- strong written communication skills
- interest in storytelling and community engagement
- familiarity with social media platforms
- creativity and attention to detail
- ability to collaborate with a small team

Experience with graphic design, content creation, or digital marketing is helpful but not required.

Support and Learning Opportunities

Volunteers in this role will receive guidance and mentorship from StoryBridge leadership.

Opportunities may include:

- gaining practical experience in nonprofit communications
 - learning how storytelling can be used for social impact
 - building a portfolio of communications work
 - collaborating with program leaders and community partners
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Volunteer Benefits

Serving as **PR and Marketing Coordinator** provides an opportunity to gain practical experience in nonprofit communications and community outreach.

Volunteers in this role may gain experience in:

- social media management
- nonprofit communications strategy
- event promotion and marketing
- storytelling for social impact

If funding becomes available for certain projects or initiatives, opportunities for honoraria or paid project work may arise, though this is not guaranteed.

Code of Conduct and Confidentiality

Volunteers are expected to uphold StoryBridge's policies and values, including respect for participants, staff, and fellow volunteers.

Volunteers must maintain confidentiality regarding sensitive information related to participants and community partnerships.

Accessibility and Inclusion

StoryBridge welcomes volunteers from all backgrounds, identities, and abilities. We are committed to creating accessible opportunities and will work with volunteers to support their participation whenever possible.

How to Apply

Interested individuals are invited to complete a volunteer application and provide a short statement of interest describing their interest in the PR and Marketing Coordinator role.

Shortlisted applicants may be invited to an informal conversation to discuss the role and ensure a good fit for both the volunteer and the organization.

For more information, please contact:

Dr. Patlee Creary
Executive Director, The StoryBridge Network
By email: info@thestorybridge.ca