

*MS Canada is an organization founded by volunteers and continually fueled by the initiative and dedication of thousands of volunteers across the country. Join an exciting, dynamic and diverse organization that is committed to building a world free of MS!*

## MS Ambassador

### Description

The MS Ambassador program aims to help MS Canada connect with communities, striving to be more strategic and visible with our impact. MS Ambassadors are leadership volunteers who are chosen based on their ability and interest in advancing the mission of MS Canada.

*MS Ambassador Mission Statement:*

Ambassadors are actively visible, community leadership volunteers who make personal connections to MS and their individual stories by raising awareness and leading initiatives. They collectively educate, advocate, and fundraise to positively advance the work of MS Canada.

### The role you will play

- Share your story and connection to MS
- Participate in ongoing training developed by the volunteer Ambassador Executive Team
- Be knowledgeable and supportive of the MS Canada's plans, initiatives, and key messages
- Take a leadership role in government relations and advocacy, research, program delivery, public awareness, and/or fund development to achieve outcomes that will benefit individuals living with MS
- Encourage individuals, groups, and politicians to support MS Canada's mission
- Provide on-going input and feedback to MS Canada and the volunteer MS Ambassador Executive Team
- Participate in evaluations to determine progress or achievement of Ambassador goals

### MS Ambassadors are involved in all or some of the following:

- **Government Relations and Advocacy:** You will increase awareness of key MS Canada advocacy issues such as appropriate housing, accessibility, and disability-related supports
- **Fund Development:** You will attract more donors, sponsors and grant funds
- **Research & Program Delivery:** You will improve program delivery through sharing information about health education and support services and will increase awareness by sharing learned knowledge on current research
- **Public Awareness:** You will increase public awareness of MS and the MS Canada, e.g., speak at an event or to the local media

# MS Canada

## What you will bring

- Ability to tell your personal story and connection to MS in a manner that gets the attention of others
- Energizing, engaging and positive attitude
- Knowledge of MS and the ability to positively represent the MS Canada
- Strong leadership abilities and experience. Must be comfortable making decisions with limited supervision
- Advanced organizational, problem solving and communication skills
- Basic information technology skills including email, Word, Excel, Zoom and Teams
- Self-motivated and reliable; able to fulfill duties on time
- Passion for funding MS research and supporting the MS Community

## What you will gain

- Updates on information and issues related to MS, Research, Advocacy and MS Canada programs
- Potential for individual recognition
- Work with a dedicated, professional, and passionate team of leadership volunteers
- Acquire new skills related to public speaking and government advocacy
- Make a strategic impact to MS Canada initiatives and programs

## Support & Resources

- Orientation video and digital handbook provided
- Mandatory one-hour new Ambassador virtual training session
- Access to all past virtual training videos
- If needed, individual training from volunteer MS Ambassador Executive Team
- Ongoing, live, specialized MS Ambassador virtual training and support
- Access to Teams site and Facebook group for ongoing peer connection and information-sharing

## Commitment

- Minimum one year commitment requested due to the training required for this role
- Attend four, 1.5-hour virtual training sessions per year to remain current on information relating to your role as an MS Ambassador
- Total hours will vary depending on desired role and capabilities
- Virtual and in-person opportunities depending on assignment

MS Canada is dedicated to encouraging a supportive and inclusive culture where people from all backgrounds can thrive.