

**Note: The tasks for the positions listed below can be achieved through a team-based approach. The coordinator can structure their area as they see fit.**

## **Communications**

Role: To ensure that Inner Journey Canada members are kept informed of community events and engaged in active and lively dialogue relevant to their personal journeys, and to coordinate, with Enrolment, the development of promotional materials and the choice of appropriate media channels.

This involves developing brochures, updating and adding material to the web site, producing the weekly newsletter, disseminating targeted e-mails, creating and sharing content for the IJC Facebook page, monitoring IJ forums. The goal is to inform graduates and the general public of our programs and activities in order to build a strong, engaged community.

Communications supports Enrolment, Social and the Facilitators group to ensure the right tools are provided to promote our programs, services and activities.

Longer term plans and marketing strategies to attract people to the Inner Journey may also be undertaken on an as required basis.

## **Social**

Role: To ensure there are adequate opportunities for IJ members to celebrate and enjoy one another and to create occasions for recognition of people's contributions. The Social Coordinator is responsible for the scheduling and organization of various social events for the purpose of promoting the Inner Journey community's spirit and ideals.

The Social function brings graduates, friends and families together to enjoy each other. This happens at least four times a year through various gatherings and parties along with the Annual Winter party and the social segment of the AGM.

## **Enrolment**

Role: To promote the Inner Journey Seminar and other Inner Journey programs, and to inform and educate the public about them to ensure these programs are adequately recruited.

This involves telephone outreach, setting up information sessions, talking to groups of people as well as graduates' friends and acquaintances to encourage them to take advantage of the wide range of programs available.