



ORMLT Volunteer Assignment Description (DRAFT)

Public Engagement & Event Ambassador

About the Oak Ridges Moraine Land Trust

The Oak Ridges Moraine Land Trust is a charitable organization that focuses on conserving the ecological integrity of the Oak Ridges Moraine. Our mission is clear: "Create a thriving and everlasting ecosystem on and near the Oak Ridges Moraine." We recognize the critical ecological services provided by the Oak Ridges Moraine and Greenbelt, such as water filtration, climate regulation, and habitat preservation, and actively work to preserve these services, ensuring the long-term sustainability of the region.

We work with passionate and caring landowners and volunteers to protect and steward environmentally sensitive lands. Together, we nurture these lands, promoting health and sustainability for future generations.

Our three core areas of focus include:

- Protecting land forever. We protect beyond legislation.
- Stewardship and monitoring the properties we protect.
- Educating the public about the importance of conservation.

Position Summary and Objectives

As a Public Engagement & Event Ambassador, you will play an important role in helping our team to promote community awareness, participation, and support for Oak Ridges Moraine Land Trust's mission and goals. You will have the opportunity to engage with diverse audiences, represent our organization at events, and contribute to the success of our public outreach initiatives. Your enthusiasm, communication skills, and passion for protecting land across the moraine and conservation efforts will help us create a positive impact, foster improved awareness and community involvement.

Supervisor/Contact, Accountability

ORMLT volunteers are supported by the Coordinator of the Volunteers and Community Partnerships. Ongoing consultation and communications ensure volunteers are comfortable in their roles and that questions or support is provided as needed.

Time Commitment

- Participate in 2-3 events per year (may vary depending on how many events we host throughout the year)

Location

At venues across the Moraine. Many of our event activities however will take place in the King Township area.

Responsibilities & Duties

- **Events Representation:** Attend local events, festivals, fairs, and exhibitions as a representative of the ORMLT. Engage with event attendees, answer questions, and share information about our mission, projects, and initiatives.



- **Public Outreach:** Proactively interact with the public to increase awareness and understanding of our organization's goals, values, and accomplishments. Initiate conversations, distribute promotional materials, and provide insight into our mission.
- **Information Dissemination:** Effectively communicate our organization's objectives, achievements, and upcoming events through conversations, presentations, and interactive displays. Be knowledgeable about our initiatives to provide accurate and engaging information.
- **Engagement Activities:** Organize and lead interactive activities, games, or demonstrations that resonate with different age groups and demographics.
- **Feedback Collection:** Gather feedback and insights from the public to help us improve our outreach strategies, tailor our messages, and enhance the overall visitor experience.
- **Social Media Support:** Capture photos and videos during events so we can share them on our social media platforms.
- **Other general tasks:** Directing parking, making sure everyone stays together (specifically during hikes), helping fill out the attendance sheets, etc.

Qualifications & Requirements

- Excellent interpersonal and communication skills, with the ability to connect with people from diverse backgrounds.
- Enthusiastic, approachable, and comfortable initiating conversations with the public.
- Reliable, punctual, and committed to fulfilling assigned event responsibilities.
- Ability to work collaboratively as part of a team and take initiative.
- Flexibility to work weekdays, weekends, and evenings, as required by event schedules. You can however choose the events you'd like to attend.

Training

- Complete a general volunteer orientation to the organization.
- Review volunteer handbook and any other resources provided.
- Participate in role specific training and reviewing ORMLT resource materials to become familiar with our mission and the work we do.
- Complete a risk management and confidentiality waiver.

Benefits

- Work as part of a dedicated team supporting the ORMLT mission and our commitment to protecting land, stewardship and education.
- Opportunity to make a meaningful contribution to the Oak Ridges Moraine Land Trust's mission.
- Gain experience in public engagement, event management, and community outreach.
- Develop your communication, interpersonal, and leadership skills.
- Network with like-minded individuals, community partners, and professionals.
- Access to the ORMLT events, workshops, and activities.