

# SFVI Hold On To Your Butt Campaign

## Lead

### Role Description

---



**Position Title:** Hold On To Your Butt (HOTYB) Campaign Lead

**Position Type:** Year-round volunteer commitment (12-16 hours/month)

**Location:** Greater Victoria Area

**Reports To:** Rise Above Plastics (RAP) Program Co-Leads

#### **Summary:**

We are looking for a well-organized and passionate individual to join our team. The HOTYB Campaign Lead will work closely with the RAP Program Co-Leads in furthering HOTYB's mission to reduce cigarette butt litter on the streets and beaches of the Township of Esquimalt.

#### **Responsibilities include, but are not limited to:**

- Works with the RAP program Co-leads to create the HOTYB campaign's annual plan/budget and its successful implementation and/or potential revision.
- Host local cigarette butt cleanups in Esquimalt to collect HOTYB data and attract future HOTYB volunteers.
- Find a sustainable pocket ashtray to distribute to our community to increase public awareness of the issue.
- Create research opportunities for SFVI HOTYB volunteers and UVic students to collect HOTYB data to present to the municipal council in the future.
- Sell HOTYB cigarette canisters to interested local businesses and property management groups and help existing parties recycle their collected cigarette butts through Terracycle.
- Works on a long-term plan to get the Township of Esquimalt to start its own cigarette butt canister collection & recycling program, following suit after the City of Victoria.
- Represents the HOTYB Campaign/RAP program at SFVI events.
- Works with SFVI's Content Creation Committee to create updated tabling material and digital content, such as Facebook & Instagram posts, and quarterly newsletter items.
- Attends bi-monthly Core Leadership volunteer meetings.
- Issues press releases related to SFVI's HOTYB campaign when applicable.
- Presents to various groups about SFVI's HOTYB campaign mission & current work.
- Forms relationships with political actors surrounding cigarette butt legislation.
- Present research findings to the municipal council on behalf of SFVI when applicable.

#### **Qualifications:**

- Knowledge of the SFVI Chapter and has values that align with the Chapter.
- Is aware & passionate about resolving the cigarette butt pollution problem.
- Leadership role experience.
- Experience with volunteer management.
- Experience with volunteering for the SFVI Chapter is a bonus!
- Research experience is a bonus!

# SFVI Hold On To Your Butt Campaign Lead Role Description

---



## Skills:

- Networking
- Oral presenting
- Communication
- Research
- Policy analysis
- Leadership
- Strategic planning
- Project management
- Enthusiastic
- Organized
- Volunteer management
- Ability to use Google Drive, Slack

For more information on the position or to express interest in the position, please contact [volunteercoordinator@vancouverisland.surfrider.org](mailto:volunteercoordinator@vancouverisland.surfrider.org).

For more information on Surfrider Foundation Vancouver Island and the Surfrider Foundation, visit:  
<http://vancouverisland.surfrider.org/>  
<http://www.surfrider.org/>