



MEDIA AMBASSADOR PROGRAM VOLUNTEER POSITION DESCRIPTION

Are you...

- A current CFP professional who has experience with the media?
- An expert in the complexities of financial planning?
- Eager to help educate Canadians about financial planning?

If this sounds like you, consider volunteering as a CFP Professional Media Ambassador.

What to Expect

CFP Professional Media Ambassadors are approached when FP Canada gets requests for media interviews about the specifics of financial planning. Volunteers must be comfortable speaking with the media and need to be available on short notice. This is an ongoing role and opportunities for participation will arise throughout the year.

Media Ambassadors also provide expertise for content on FP Canada's website for the Canadian public, FinancialPlanningForCanadians.ca, the annual Financial Planning Week supplement in *The Globe and Mail* and other consumer-facing platforms.

Benefits of Participating

Media Ambassadors play an important role in raising awareness of the importance of financial planning with a professional financial planner among a wide range of audiences across Canada. Media Ambassadors benefit from an enhanced professional profile and increased awareness of their services among clients, prospects and the general public. They also receive one CE credit in the "Giving Back" category for each media interview.

Eligibility Requirements

To be eligible for this volunteer opportunity, you must be a CFP professional in good standing, with:

- Demonstrated media training and/or experience with the media;
- Extensive financial planning expertise, preferably with in-depth knowledge of niche markets or specialized financial planning topics; and
- Availability to participate in media interviews on short notice.

Application Process

If you're interested in learning more or getting involved, please email [Megan Harman](mailto:megan.harman@fp.ca).