

CANSUPPORT

Number of Placements: 1

Placement Site: New Delhi, India

URL: <http://www.cansupport.org/>

Field/Subject Area:

Open to all York students who meet the eligibility criteria

Position Description:

CanSupport will complete 20 years of operations in November 2016. We want to develop a specific set of external communications and marketing activities (to run for a full year or whichever period we decide, starting Nov 16 to Nov 17) to commemorate this landmark year. We will have a strategic direction ready internally by the time the intern arrives in May.

Specific tasks will include:

- Designing and setting a plan in action, and executing some set of communications (print, presentations, media, social media) with the specific theme of 20 years of CanSupport;
- Designing and planning innovative campaigns and events with our events team specific to this theme. These will be aimed at our 5 main audiences (1) patients and families (2) people touched by cancer (3) stakeholders and decision makers in cancer care (4) donors and supporters (5) staff and volunteers and will be rolled out at different times of the year by our events team.

Expected work hours: 8 hours per day, 5 days per week

Preferred start date: May 1

Complete all tasks assigned, which includes but is not limited to the responsibilities outlined above.

Qualifications/skills required:

- Excellent verbal and written communication (English)
- Proof reading, Copy Editing
- Desktop publishing (creating spreadsheets and PowerPoint presentations)

- Strategic Brand development understanding and Marketing knowhow
- Basic Graphic Design
- Event Planning and Execution (experience - if possible)
- Social Marketing experience across various digital channels (Social Media sites and website)
- Knowledge of palliative care especially in India
- History of CanSupport (to be made available by CanSupport)

Language requirements:

English, knowledge of Hindi an asset.

Highlights of Organization/background information:

CanSupport is a registered society founded by Harmala Gupta, a cancer survivor. We are a group of palliative care experts committed to enabling a caring and supportive society around cancer management. We help patients, families and society at large to work together to maximize the quality of life with cancer in a meaningful and compassionate manner, whilst fully respecting the dignity of the individual.

Our focus is on providing palliative and supportive care services to cancer patients and their families in the National Capital Region (NCR). Our wide-ranging programs are designed to help patients of all ages and cancers throughout their cancer journey; right from the day of diagnosis, across all curative therapies and as a continuum of care adapting to the unique needs in case cancer progresses into its terminal phase. The support extends even after the death of the patient through bereavement and rehabilitative support to the families.

Our trained teams of doctors, nurses and counselors bring our care to the doorstep of patients too sick to travel and make regular visits providing high quality medical and nursing care and psychosocial and spiritual support. We have a license from the Delhi Government to procure and dispense oral morphine thereby saving those under our care from unnecessary pain. Patients and their families also have access to outpatient clinics for pain and symptom management, supportive medication and equipment, cancer helpline for ready information and referral service, day care, counseling services, peer support, patient navigation services, bereavement support and other resources. We also run tailor-made programs, short- and long-term courses as well as workshops to train health professionals across the country empowering them to provide better care to cancer patients.

CanSupport helps to fill a critical gap in services for the care of cancer patients, especially those who are poor or destitute. Our services are aimed at the less privileged and are entirely free of charge.