

Public Relations Director

6 March 2017

The English Speaking Cancer Association (ESCA) is searching for a Public Relations (PR) Director who is a natural networker, energetic, credible, positive, mission-driven and flexible. The PR Director will develop and execute a strategy to increase ESCA's visibility and the number of people served. He or she will be responsible for marketing, communication, networking and community outreach, and fundraising events. The PR Director will cultivate a strong and positive public image and strategic partnerships for the association, developing strong relationships with hospitals, clinics, doctors, media, corporations, individuals, volunteers, members, schools, churches and other individuals and organizations that support ESCA's mission and program areas. He or she will write and/or edit news releases, newsletters, brochures, annual report and other print and web materials; organize public and fundraising events; develop branding initiatives; and maximize the use of social media.



Duties and Responsibilities:

The duties and responsibilities of the PR Director include, but are not limited to, the following:

- Serve as an ambassador of the mission of ESCA.
- Create and implement a comprehensive and innovative public relations plan for ESCA with the goal of increasing the organisation's visibility and attracting new clients. Identify and develop outreach opportunities, targeting key constituents, including individuals, organisations and companies, schools, churches and others.
 - Develop and implement specific outreach and marketing actions
 - Develop and implement communication plan for ESCA events and campaigns
 - Include social media component
- Oversee branding of ESCA and its activities.
- Solicit sponsorships from new and continuing partners for PaddleforCancer and other fundraising events.

Duties and Responsibilities, continued

- Identify relevant community events and coordinate participation in these events.
- Oversee media relations, seeking out interviews, stories, and other means for promoting ESCA and its services.
- Oversee creation, production and distribution of promotional campaign materials.
- Oversee online strategies, including social media and website.
- Serve as team lead for outreach and communication committees and volunteer teams as needed.
- Create other teams and work groups as needed to support outreach strategies, such as Presentations committee.
- Work collaboratively and seamlessly with all staff and volunteers. Hire, develop and manage staff and volunteers as needed to carry out the PR strategy and activities.
- Participate in management meetings; contribute to decision making.
- Attend all board meetings and AGM (annual general meeting).
- Prepare annual work plan and budget for all aspects of public relations.
- Perform other related duties as needed to fulfill the mandate of the role.

Job Knowledge and Skills:

- Possesses strong interpersonal skills, as well as, excellent communication and presentation skills (verbal and written).
- Works well independently and as part of a team, developing effective working relationships with board members, staff and volunteers.
- Manages time effectively.
- Demonstrates excellent strategic thinking and planning skills and experience, and has the ability to set priorities, meet deadlines, and demonstrate results.
- Demonstrates ability to hire, supervise, motivate and retain staff, volunteers and experts/consultants.
- Exhibits strong supervision and delegation skills.
- Coordinates all aspects of an event: logistics, correspondence, printed and web materials.
- Exhibits excellent social media skills.
- Maintains a high degree of integrity in dealing with confidential client, donor and financial information.
- Is fluent in English and has a good working knowledge of French (bilingual preferable).

Time Commitment: .5 fte (50%)

Reports to: CEO