



Public education. Public good.

## People for Education is seeking an Advancement Director

For over 20 years, People for Education has been the champion of public education. We have evolved from a Toronto neighbourhood grassroots collective to a nationally recognized research and advocacy force independently operating as a non-partisan, charitable organization.

There is no other organization like ours in Canada – we track progress in the education system, and design and field innovative research to fuel new thinking on indicators of success for students and for the system. But we don't stop there. We facilitate the dialogue, engage the public and media, partner with organizations inside and outside education, and make recommendations to government.

### The Opportunity

To help lead this conversation about the power and the promise of public education in Canada, People for Education is seeking an Advancement Director.

The Advancement Director is a new role and will be responsible for working collaboratively with the Research Director to communicate People for Education's brand and evidence, build partnerships, promote the organization and ensure it has a broad range of support.

### Core Competencies

We are looking for someone who can translate the organization's objectives into a comprehensive marketing and development strategy. Specifically...

- **Be the brand champion** – use brand and marketing principles to fuel the organization.
- **Lead fund development** – Identify prospects and channels for revenue and develop a plan to secure funding.
- **Steer communications** – Develop audience objectives, strategies, and messages to widen and deepen brand engagement.
- **Lead content creation** – Translate the research into relevant content for a diverse group of stakeholders and audiences.
- **Direct and oversee all organization communication** – Build a consistent voice and identity and ensure its consistent use and application across the work – in PR, media, fundraising, events, presentations and outreach.

The right candidate will also have the capacity to:

- **Be entrepreneurial** – you know how to figure stuff out and then make it happen.
- **Act collaboratively** – you can be an engaged partner with the Research Director and the research team to mine compelling messaging from the research and evidence.

- **Confidently use technology** – you know how to use the tools that support development, donor stewardship, and communications e.g. donor databases, online analytics tools, WordPress, Google grants etc.
- **Write well** – You communicate in a compelling and engaging style that is effective with donors, contributors, colleagues and government, and you can write in long and short form, edit, and craft messaging.
- **Build a support base** – you understand the grant process, how to build partnerships, prospect for sponsors and funders, and build community.
- **Supervise people** – hire and oversee contract talent as needed and direct and support staff.

### **Success in the job will be measured by:**

- Securing sustainable funders, partnerships, sponsorships, grants
- Building brand presence across channels – be seen, known, valued
- Generating measurable impact – on policy, on public opinion, on the evolution of public education
- Increasing and deepening audience connection – website visitors, subscribers, downloads, conference attendance, increase in donations and breadth of funding

### **Qualifications:**

- At least five years experience working in the non-profit sector
- A university and/or college degree in a related field
- Experience leading a team
- Sound knowledge of fundraising principles and process
- Experience in the effective management and support of volunteers and board members
- Proficiency working in an MS Office environment
- Fluency in French is an asset

People for Education is committed to employment equity. Additional languages are an asset.

Compensation will be negotiated with the incumbent. Please create one pdf for your application – with a letter explaining your interest and fit, and your understanding of our work, as well as a CV and a writing sample. Please send the application to: [info@peopleforeducation.ca](mailto:info@peopleforeducation.ca)

**Deadline for application: September 13, 2019**