

## People for Education is seeking a Marketing and Communications Director

People for Education is seeking a new member for our team. We're looking for someone with experience and skills that go across communications and marketing; someone who understands how to communicate for a cause; how to plan and execute fund development, and how to translate evidence into accessible stories.

[People for Education](#) is a unique organization in Canada: independent, non-partisan, and fuelled by a belief in the power and promise of public education. For more than 20 years, we have worked in Ontario where we have had an impact on education policy, made headlines in the news, built partnerships across sectors, and fueled research and evidence development to support bold new ideas about the future of public education.

### The Opportunity

The Marketing and Communications Director is a new role in the organization. We're looking for someone who will work collaboratively with the Research Director to communicate People for Education's brand and evidence, build partnerships, promote the organization, and build an effective fund development strategy.

### Core Competencies

The right candidate will be able to translate the organization's objectives into a comprehensive communications and development strategy. Specifically...

- **Be the brand champion** – use brand and marketing principles to fuel the organization.
- **Lead content creation** – Translate the research into relevant content for a diverse group of stakeholders and audiences.
- **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.
- **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.
- **Grow our partnerships** – build and strengthen our existing relationships with universities, school boards, policy makers, governments, and foundations, and develop new partnerships to enhance our network.

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, steward our donors, 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:

- Building brand presence across channels – be seen, known, valued
- Securing sustainable funders, partnerships, sponsorships, grants
- 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 communications, marketing and fund development in the non-profit sector
- A university and/or college degree in a related field
- Experience leading a team
- Sound knowledge of communications and 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: January 27, 2020**