

**Leash Free Mississauga
BOARD of DIRECTORS VOLUNTEER OPPORTUNITY**

Director of Public Relations & Communications
(Member at Large)

Leash Free Mississauga (LFM) is looking for a Director of Public Relations & Communications to join our Board of Directors and manage the public relations and communication initiatives of the organization.

Who We Are

Leash-Free Mississauga (LFM) is a non-profit organization affiliated with the City of Mississauga through the Community Group Registry Program. As an established member-driven, volunteer-run group of local residents, the organization works closely with the community and the City of Mississauga (Parks, Animal Services, and By-Law) to promote safe, friendly and fun Leash-Free Park Zones where responsible dog ownership is encouraged. We do this through advocating for additional Leash-Free Parks, improvements to existing parks, along with undertaking, public education, events, Leash-Free Park clean-ups, memberships and fundraising initiatives.

The Opportunity

As the Director of Public Relations and Communications serving on LFM's board of directors, you will play an integral role in shaping and maintaining the organizations public image and communication messaging. You will be responsible for developing and implementing communication plans, managing media relations, publicity and building positive relationships with stakeholders, target audiences and the public. This position requires exceptional communication skills, a strong understanding of public relations and communication principles, with a passion for promoting the mission and values of Leash Free Mississauga.

Areas of Responsibility

1. **Develop and execute public relations and communication strategies and plans** to enhance the organization's visibility and reputation. (key messages, target audiences, timing and distribution)
2. **Collaborate with internal teams to ensure consistent messaging and branding across all communication channels.** (ie. events, programs, membership, volunteers, fundraising, outreach with Park Zone Representatives).
3. **Create and distribute compelling content**, such as news articles, video content, blog posts, publicity, newsletters, website content, displays and social media updates to effectively engage the LFM audiences.
4. **Manage media relations**, including cultivating relationships with stakeholders, businesses, journalists, writing press advisories, and liaising with social media contacts and influencers.
5. **When required, serve as the organization's spokesperson** representing it at public community events.
6. **Prepare communication, publicity and promotional activities** to support special events, including fundraisers, community outreach programs, memberships and volunteer recognition.
7. **Assists with the annual general meeting** which could include preparation of AGM reports, PowerPoint presentations, elections and speaking notes.
8. **Collaborate with Digital Marketing Director and other board members** to ensure public relation and communication initiatives are created to support the various initiatives of LFM.
9. **Stay updated on industry trends, best practices, and emerging technologies** in public relations, incorporating relevant strategies into the organization's PR efforts.
10. **Work with freelancers and suppliers** to provide public relation, communication tools and techniques.
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12. Use industry standards, practices and analytics to evaluate and monitor the success of various communication methods.

Knowledge, Skills and Abilities

1. Excellent oral and written communication skills.
2. Strong organizational and planning skills with the ability to build and maintain relationships with board members, community members and various audiences.
3. Proficiency in crafting compelling content for various platforms, including press releases, website copy, social media posts, and newsletters.
4. Familiarity with digital marketing strategies and tools, such as social media management, content management systems, and analytics platforms.
5. Creativity and innovation in developing unique and engaging PR and communication campaigns and initiatives
6. A degree and experience in a related field such as public relations, English, communications or marketing would be an asset.
7. Proficiency in Microsoft Office Suite, Social Media Platforms and PR software.
8. Good understanding of the nonprofit sector and passion for promoting community initiatives.
9. Commitment to the vision, mandate and strategic directions of LFM; passionate about contributing to organizational sustainability and resiliency.
10. Experience as a volunteer and serving on a board an asset; a desire to learn about the community.
11. Time commitment of approximately 4 hours/week approximately 10-15 hours/month, 2 year term

To Apply

Please submit your resume/profile to: president@leashfreemississauga.ca