

**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 support the public relations and communication initiatives of the organization.

### **Who We Are**

Leash-Free Mississauga (LFM) is a non-profit organization, passionate about supporting safe, friendly and fun Leash-Park Zones in Mississauga. 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) 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 publicity and building positive relationships with stakeholders, target audiences and the public. This position requires good communication skills, an 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
2. Collaborate with internal teams to ensure consistent messaging and branding across all communication channels
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 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 and programs
7. Assists with the annual general meeting.
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. Follow 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.
11. Use industry standards, practices and analytics to evaluate and monitor the success of communication methods.

### **Knowledge, Skills and Abilities**

1. Strong oral and written communication skills.
2. Good organizational and planning skills.
3. Proficiency in crafting compelling content for various platforms, including press releases, website copy, social media posts, and newsletters.

# Volunteer Opportunity

[www.leashfreemississauga.ca](http://www.leashfreemississauga.ca)



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](mailto:president@leashfreemississauga.ca)