

# **ONTARIO DEAF FOUNDATION**

## **POSITION TITLE**

Public Relations Director

## **ROLE SUMMARY**

- ◆ Represent and promote a positive image of the Ontario Deaf Foundation as a Brand Ambassador
- ◆ Implement strategic communications plans that promote and protect ODF's brand and reputation across multiple audiences
- ◆ Develop and maintain strong, strategic relationships with the Deaf community and with individual and corporate donors (including acknowledgement and recognition)
- ◆ Expand the donor base
- ◆ Fulfil the general responsibilities of a Director

## **SPECIFIC EXPECTATIONS**

- ◆ Publicize the Foundation's activities and accomplishments
- ◆ Research and develop strategic strategies to present the organization's mission to donors, potential donors, foundations, government, and other external stakeholders
- ◆ Develop and maintain a database of donors
- ◆ Contribute knowledge of relevant topics that may be of interest to the Foundation's ability to serve the needs of the Deaf community

## **KEY KNOWLEDGE AND SKILLS**

- ◆ Excellent communication and presentation skills with confidence to serve as the Foundation's representative
- ◆ Integrity
- ◆ Knowledge of social media as a tool of brand building and fundraising
- ◆ Interpersonal skills
- ◆ Attention to detail
- ◆ Creative and problem-solving skills
- ◆ Teamwork
- ◆ Consistent delivery of tasks accomplished on time