

Public Relations Specialist

Overall objectives

- *To make redseven the most talked about charitable foundation among 22-35 year olds by engaging relevant media*

Key Accountabilities

- Develop PR strategy for redseven campaign
- Write and distribute press releases
- Develop relationships and communicate effectively with external media partners
- Develop strong relationships with relevant Canadian media
- Media train executive team
- Partner with Director, Engagement on all public relations related decision-making
- Innovate new ways for redseven to reach its young Canadian target through public relations
- Deliver projects according to the timeline established by the Public Relations Specialist and Director, Engagement
- Work collaboratively with the redseven engagement and management teams
- Committed to 10 hours of work weekly

Key metrics for success

- Recruit a celebrity spokesperson for redseven by December 2010
- Engage 10 media outlets (online, print and broadcast) in redseven media stories by November 2010
- Work collaboratively with the Digital Media Guru to develop a newsworthy viral campaign before December 2010

redseven Team Expectations

- It is expected that all team members have a passion for communicating with young Canadians in unique and positive ways, to further the cause for youth education globally
- All team members are expected to be exceptional team players and team members knowing both when to lead and when to get their hands dirty
- They should demonstrate a commitment to youth education and philanthropic giving while operating with integrity and in line with the redseven mission, vision and values