



SchoolBOX- Fundraising Communications Manager

Position Overview

Enjoy the rare opportunity to use your business communications expertise, passion and creativity to grow SchoolBOX. Working with a core operational team, assorted volunteers, and reporting directly to SchoolBOX's President, you will be the organization's first manager of fundraising communications. By generating more awareness about SchoolBOX among members of the media and new/existing donors, your success will literally help thousands of impoverished children in Central America go to school and build a better life for themselves and their families.

What about you? This is a job for a team-oriented self-starter who enjoys the idea of working in a collegial, youth-powered not-for-profit. You will build on an impressive list of fundraising communications accomplishments, including an engaging Web site, Facebook community, active PR program, donor e-newsletters and mail-outs, a SchoolBOX-at-home Program, Corporate Heroes Program, and organization collateral materials. Your job will be to build on these accomplishments and programs to take SchoolBOX to the next level of revenue and profile. SchoolBOX goals for the current fiscal year include a 33% increase in revenue, national publicity in key consumer media, and a specific focus on Toronto.

You will be based in Toronto at SchoolBOX's Canadian headquarters, and will be required to travel an estimated 15-20% of the time.

This is a full-time position, paying a starting salary of 30,000 per year.

Beginning with the simple gift of a notebook and a pencil in 2006, SchoolBOX has grown to serve over 10,000 children annually in Central America. Dubbed 'the little charity that could', SchoolBOX enjoys tremendous grass roots support. Building on this foundation, you will work to build revenue, reputation and profile for SchoolBOX.

Objectives:

- 1- A year over year increase in donations of 33%
- 2- Increase press coverage: local, regional, & national (focus on Toronto / Ottawa)
- 3- Consistently inform and engage SchoolBOX donors / supporters
- 4- Increase SchoolBOX @ Home events (8 by January / 25+ in 2011),
- 5- Secure 3 clients for the Corporate Heroes Program

Responsibilities:

- **Manage fundraising / communications under the direction of the President**
- Create a detailed fundraising / communications strategy with monthly deliverables
- Support / involve all staff, volunteers, board members in fundraising communications
- Build profile & relationships with local, regional and national media
- SchoolBOX @ Home events: create a standalone presentation package for Nicaraguan volunteers / engage former Nicaraguan volunteers to host
- Weekly strategy meetings with President
- Monthly written progress report submitted to the President
- Engage SchoolBOX community (newsletter, e-newsletter, website, Facebook, etc.)
- Oversee / initiate new fundraising / communication initiatives

What we're looking for:

- Results oriented individual
- Communications / marketing experience with proven success
- Strong understanding of charity sector
- Experience fundraising in Canada
- Experience managing projects / budgets / strategic plans & deliverables
- Self-starting team player
- Dedication & passion to 'Make Education Possible'

If you wish to be considered for this position please send your resume and cover letter to SchoolBOX President Tom Affleck; thomas_affleck@yahoo.ca A full review of candidates will begin during the week of October 18th. Candidates selected for an interview will be contacted shortly thereafter.