



Pride Winnipeg Festival

Volunteer Title:	Stakeholder Relations Director	Position Class:	Director (Board Member)
Division:	Stakeholder Relations	Department	Community Engagement
Reports To:	Vice President, Stakeholder Relations	Term:	3 Years

Volunteer Job Description

Purpose:

The Public Relations Director is responsible for planning, development and implementation of all of the organizations communications, and public relations activities, both external and internal

Duties:

- Responsible for creating, implementing and measuring the success of a comprehensive communications and public relations program that will enhance the Organization's image and position within the marketplace and the general public,
- Ensure articulation of Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies, both internal and external,
- Responsible for the creation, management and deactivation of all of the organizations social media accounts,
- Responsible for the maintenance, operations and management of the Organization's website and eNewsletter,
- Responsible for taking the lead on Organization editorial content for the website, social media postings and publications,
- Coordinate media interest in the Organization and ensure regular contact with target media and appropriate response to media requests, and,
- Act as the Organization's representative with the media when the President is unavailable.

Skills/Qualifications:

- Friendly, dynamic, and outgoing demeanor and professional presentation, excellent organizational and communication skills, ability to multi-task, ability to work well with others, degree or diploma in creative communications an asset, ability to speak French an asset, having a valid license and vehicle an asset.