



## **Company: Students Offering Support**

### **Position: Communications & PR Board Member**

Do you believe that education is a critical piece to breaking the cycle of poverty? At SOS, our mission is to build connections among students and lifelong learners of diverse cultures and communities to exchange knowledge, shift perspectives, and ignite changemakers. Our Head Office, comprised of a full time Executive Director and four part time roles plus summer students, supports ten chapters at universities and colleges across Canada as well as leading efforts with NGOs in Latin America, communications, government and institutional relations, planning and running service trips and fundraising.

Do you believe that education is a critical piece to breaking the cycle of poverty? We are looking for a Board Member to work with Head Office to build and elevate a compelling brand and shape SOS' message to increase its access to donors. You will also be responsible for providing guidance to SOS' Head Office around strategies and tactics to achieve a leading, well-known brand. Specifically, this role will deliver the following outcomes:

1. Partner with the Executive Director, other Board Members and Head Office staff to create a consistent and aligned brand and set of messaging that resonates with all SOS stakeholders, including potential donors, chapters and volunteers
2. Work with Head Office to create marketing materials that support and elevate the brand and can be disseminated to elevate the community's familiarity with SOS
3. Provide guidance and oversight to Head Office around organizing and promoting high-profile events and around all related communications activities
4. Work with Head Office to identify efficient means of communication with stakeholders and other key partners to raise awareness of SOS programs
5. Provide ongoing guidance and support around the continued engagement of stakeholders and potential donors



**Desired skills and experiences:**

- Experience with and deep knowledge of the not-for-profit sector
- Deep experience with branding strategies and external messaging
- Experience working within a multi-stakeholder setting
- Experience with coaching and mentoring is ideal

**Commitment:** This position is a part-time volunteer role. We anticipate a commitment of approximately 5 hours per month.

**How to apply:** Please include a copy of your resume and a brief cover letter outlining your fit for the position, to [Adam.Hamovitch@gmail.com](mailto:Adam.Hamovitch@gmail.com)

To learn more about our story, check out [www.studentsofferingsupport.org](http://www.studentsofferingsupport.org)