

## **EMPLOYMENT OPPORTUNITY**

### **The Salvation Army**

#### **Ontario Central –East Division**

**POSITION:**        **Divisional Secretary for Public Relations & Development**

**FACILITY:**        **Ontario Central East Divisional Headquarters**  
**1645 Warden Avenue, Toronto, Ontario**



Giving Hope Today

The Divisional Secretary for Public Relations and Development (DSPRD) is the senior adviser to the Divisional Commander for Ontario Central East Division on matters relating to media and government relations (local and provincial), marketing and protocol, and has overall responsibility for the leadership, development and implementation of divisional fundraising programs.

The position is responsible for creating and executing a coordinated approach to public relations and development that supports the strategic priorities of the territory, division and local ministry unit, while upholding and promoting established territorial values, policies, procedures and codes of conduct and ethics.

The DSPRD functions as the ‘voice’ of The Salvation Army through regular interface with public groups, corporations, media and government to communicate the vital mission of The Salvation Army, while actively seeking creative new ways to promote its’ mission and ministry in the community.

Provides oversight of more than 30 special events a year.

- Provides leadership for the OCE PRD Public Relations, Development and Communications program for the division
- Direct supervisor for Directors of Communications/National Capital Area/Ontario North Area and Executive Assistant
- Indirect supervisor for Public Relations & Development Team
- Liaises with Divisional Executive Team
- Liaises with various Ministry Unit Executive Directors, Corps Officers, Territorial Headquarters Public Relations & Development Team
- Member of various Boards & Committees
- Liaises with News Directors/Advertising Representatives/
- Liaises with Local/Provincial/Federal Government bodies
- Liaises with various Community Groups (e.g. Rotary, Kiwanis)
- Liaises with numerous Corporate Executives
- Liaises with Donors

The Salvation Army exists to share the love of Jesus Christ, meet human needs and be a transforming influence in the communities of our world. Each position contributes to the mission of The Salvation Army.

## **KEY RESPONSIBILITIES:**

### **Media Relations and Communications**

- Develop and maintain relationships with local media and use/generate opportunities to showcase the many services and ministries and tell the story of The Salvation Army.
- Provide training and assistance to local ministry units to support their media interaction.
- Ensure consistency in messaging when speaking with media.
- Distribute national press releases issued by the Territorial Public Relations and Development Dept., using local media contacts to obtain maximum reach and frequency.
- Develop, produce and distribute local Public Service Announcements and distribute Territorial Public Service Announcements.
- Function as chief spokesperson and public information officer, dealing with emergency issues and crisis communications in a manner that will preserve and manage the reputation of the organization.
- Support national advertising campaigns relating to fundraising initiatives, and build awareness of The Salvation Army to support divisional needs within the context of national advertising strategies to educate, promote and monitor consistency in branding and alignment with established protocol.
- Establish divisional fundraising objectives, business plans, activity measures and budgeting in consultation with divisional administration and the Territorial Public Relations and Development Secretary designed to ensure long-term financial stability.
- In conjunction with THQ, work cooperatively with national direct mail vendors and other fundraising suppliers to achieve objectives.
- Closely monitor the progress of campaigns and report divisionally and territorially, ensuring a coordinated development program between THQ and DHQ.
- Oversee divisional fundraising, providing direct support where possible for special events both local and national e.g. Santa Shuffle, and assist in THQ sponsored events.
- Promote collaboration with THQ donor fulfillment and finance departments to ensure compliance with policies and procedures, recognizing that these are established to protect the charitable status, assets and reputation of The Salvation Army in accordance with CRA requirements.
- Engage the support of volunteer advisory board members to gain access to and build relationships with local and divisional businesses, government and community groups that will open doors to promoting awareness of The Salvation Army and provide opportunities for sponsor, donor and revenue development.
- Build key relationships with local and provincial government officials and bureaucrats initiate ongoing partnership opportunities with local community organizations that encourage collaboration with local ministry units.
- Actively promote the PRD function within the divisional ministry units as a valuable and rewarding leadership role with tremendous opportunity to provide tangible, broad-based impact.
- Recruit, train and provide leadership, guidance and support to the PRD team.
- Ensure legal compliance with Health and Safety Legislation and that staff are meeting training requirements.
- Ensure policies and procedures of The Salvation Army are being followed.
- Promote the knowledge of and adherence to national guidelines.

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- Interface with THQ on a regular and ad hoc basis regarding potential media releases and/or escalation of potentially impactful issues.
- Provide regular reporting to THQ on initiatives.
- Prepare budgets for approval.

**The above responsibilities are to be discharged in accordance with The Salvation Army's Mission Statement, in a professional manner, exemplifying Christian standards of conduct.**

## **ESSENTIAL SKILLS AND QUALIFICATIONS**

- Must have completed an Undergraduate University degree (e.g., B.A., B.Sc. B.Sc.N. BCom). NOTE: An alternative level of education and experience may be acceptable.
- Must have minimum seven years of prior related experience, including fundraising, communications, business management, sales and marketing, supervision and media relations experience prior to hiring.
- Additional professional training in public relations and/or fundraising with an accreditation or working towards accreditation in these areas would be an asset.
- Business management experience operating at a senior level as part of management team.
- Experience in the development of strategic and operational plans, goal setting, team leadership and management (5-20 staff)
- Strong background working in public relations and communications functions that has involved presentations (ad hoc and formal) to a range of stakeholder groups, the media or government, the creation and execution of communications and advertising strategies, and functioning as public spokesperson to address critical issues.
- Experience building relationships and/or partnerships with a variety of stakeholder groups that could include senior volunteers, government bodies, corporations, and community groups.
- Must have experience with foundations, boards and government.
- Must have excellent verbal, written and listening skills.
- Demonstrated leadership qualities – integrity, judgement, discretion and clearly articulated decision-making ability.
- Successful in setting priorities and facilitating strategic and operational decisions.
- Ability to empower individuals and teams to work toward common goals.
- Natural sales ability – recognizing and initiating opportunities and able to draw on contacts and knowledge to achieve results.
- Ability to foster partnerships and build bridges to ensure promotion of a public image that showcases the work of The Salvation Army
- Excellent follow-through and accountability.
- Knowledge of the complexities involved in operating within a large, multi-layered organization with diverse businesses.
- Must have valid driver's licence and clean driving abstract
- Must have current police check and SAWC clearance

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**SALARY / GRADE:** To be determined

**HOURS:** 40 hours per week

**Interested applicants are asked to respond in writing by May 3, 2013:**

**The Salvation Army Ontario Central East Division  
Kathy MacSween  
Human Resources Department**

**Email: [onc\\_employee\\_relations@can.salvationarmy.org](mailto:onc_employee_relations@can.salvationarmy.org)  
FAX: (416) 645-0264**

**INTERNAL APPLICANTS: Your management supervisor must be aware of your intentions prior to submitting your application for this position**

**We thank all applicants, however, only those candidates to be interviewed will be contacted  
PLEASE NO PHONE CALLS**