



Volunteer Opportunity

## **MusicBox Children's Charity – National Executive**

**Position:** Director of Public Relations

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### **BACKGROUND:**

- The MusicBox Children's Charity is a non-profit, charitable organization founded in 2002. The organization was established as an initiative by young people, for young people and is operated in accordance with this theme. MusicBox believes that a musical education should not be a privilege limited to those who can afford it. Music is an integral part of a child's early development, with long-lasting benefits. We have thus set out to provide all children, regardless of financial, social or physical circumstances, equal opportunities for growth and development.
  - We have a new opportunity for a successful candidate to develop and manage a public relations strategy, including marketing, recruitment, awareness, advertising, and corporate networking.
  - This volunteer position will work with the charity's President, Director of Development and local chapters and report to the National Board of Directors. The Director of Public Relations will be responsible for achieving the public image and communication of the charity.
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### **RESPONSIBILITIES INCLUDE:**

- Leading and managing the charity's external communication, partnerships and Chapter expansion.
  - Nurturing relationships with external organizations and affiliated chapters.
  - Creation and implementation of a volunteer recruitment and retention strategy.
  - Participating in board discussions as required.
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### **KEY QUALIFICATIONS INCLUDE:**

- Bachelor's degree (or equivalent prior experience) in marketing, business or related field(s).
  - Specific experience with marketing and public relations for non-profit organization(s).
  - Creativity and proven experience developing marketing strategies.
  - Demonstrated excellent communication, management and leadership capabilities.
  - Strong verbal and written communication skills.
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### **SUBMIT APPLICATIONS TO:**

Andrew MacLeod – Chair, National Board of Directors  
andrew@musicboxcc.com

### **DEADLINE:**

January 31st 2011