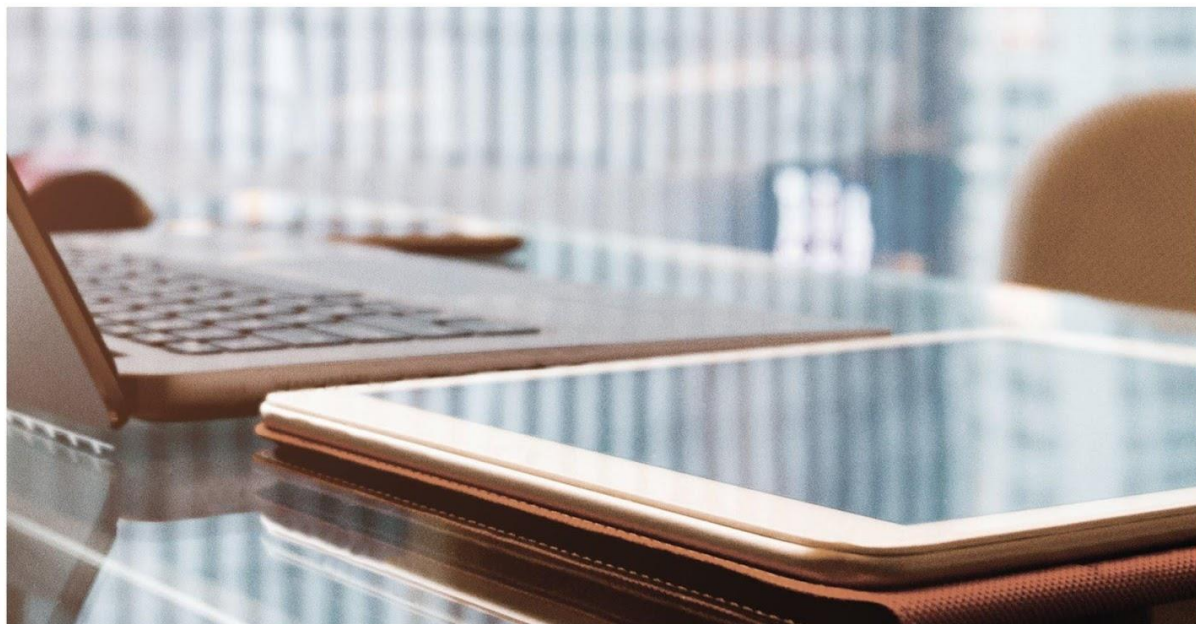




Position Profile

Development Writer & Digital Communications Officer
2024



About TFS

INDIVIDUALS WHO REFLECT, CITIZENS WHO ACT

TFS is a leading independent educational institution that has been instrumental in the shaping of today's Canada, both as the first French immersion school in the country and pioneer of bilingual education. They are a diverse community that sets out to develop multilingual critical thinkers who celebrate difference, transcend borders and strive for the betterment of humankind. Throughout their history, TFS students have been characterized by their academic ambition as well as by their determination to acquire an international perspective on local and global affairs.

In pursuit of this mission, TFS recruits excellent staff members who are deeply committed to the highest standards of teaching and learning, and who also share their passion for the all-round development of students as accomplished individuals and responsible citizens. Their staff members benefit from exceptional professional learning opportunities and a competitive compensation package.

TFS is committed to safeguarding and promoting the welfare of children, young people and adults.

They recruit candidates who embrace the TFS values of integrity, discernment, respect, and engagement.

For more information about the school, please visit their website: <https://www.tfs.ca>.

About TFS Foundation

In an innovative model, the TFS Foundation leads the outreach to engage TFS families, alumni, and friends to provide the support needed to advance the school's mission. Their raison d'être is to strengthen school pride and connections with the school through engagement and giving.

The work of the TFS Foundation includes leading the school's fundraising program, encompassing annual giving, major and special gifts, donor recognition, and stewardship. In addition, the TFS Foundation team leads programming to support engagement of alumni in the life of the school.

Led by a volunteer Board of Directors actively engaged in fundraising, the team works collaboratively with its partners—Head's Council (the TFS leadership team), the TFS Alumni Association Executive, and the TFS Parents' Association—to engage their community, helping to nurture a culture of philanthropy and volunteering, which is critical to the school's well-being.

The TFS Foundation is currently in the early stages of a comprehensive campaign that will focus on capital renovations to its two campuses and on growing their current student financial assistance program.

To successfully achieve these key objectives, the TFS Foundation seeks to hire a communications officer who will have a significant impact on their campaign and advancement successes.

The TFS Foundation is a fast-paced and professional team, working diligently and co-operatively to achieve its objectives.

The TFS Foundation's main working language is English. The majority of volunteers and current parents are English speakers. TFS supports French language learning among staff by offering instruction to staff through Alliance Française.

To learn more about TFS's upcoming \$40M campaign please click on the link below for more information.

<https://www.tfs.ca/our-community/master-campus-plan>

The Role

In this role, the Development Writer & Digital Communications Officer will be responsible for producing diverse, high-quality communications, including, but not limited to stewardship reports, newsletters, brochures, PowerPoint presentations, web and digital content, email campaigns, social media posts, speaking remarks, event invitations and other fundraising collateral and materials. The Development Writer & Digital Communications Officer will develop clear and compelling content consistent with the TFS and TFS Foundation brand and tone to inspire philanthropy and drive donor and alumni engagement across digital and traditional channels and platforms.

This position will report to the Development Communications Manager but may also take direction from other members of the leadership team, including the TFS Foundation's President, the Executive Director of Philanthropy, the Director of Operations and Alumni Relations, as well as the Head of School.

Key Responsibilities

- Write and produce a quarterly e-newsletter including sourcing stories, images and content about alumni and donors, recent event recaps, current fundraising appeal and upcoming social gatherings.
- Work with the Executive Director of Philanthropy and Senior Development Officer, to write and produce donor stewardship reports and collateral including scholarship reports, infographics, campaign progress reports, thank you letters and videos, gift announcements, and digital and social media content.
- Develop and produce web and social media content and campaigns, in collaboration with the Alumni Officer, for donors and alumni.
- Work with the Executive Director of Philanthropy and Senior Development Officer, to develop and draft fundraising emails for annual appeals.
- Write and produce fundraising material and collateral as required, including brochures, proposals, PowerPoint presentations, etc.
- Produce, update, and maintain TFS Foundation web pages and content, and assist in UX and UI development.
- Proofread, edit, and optimize content produced by TFS Foundation colleagues prior to publishing to ensure strict adherence to tone and branding guidelines.
- Collaborate with members of the School's Marketing and Communications team as necessary to develop content, concepts, and messaging in line with the school's overall strategic priorities and objectives.
- Other duties as required.

The Opportunity

The Development Writer & Digital Communications Officer will be given the opportunity to work with a highly collaborative and supportive team. The Foundation team is small and mighty and staff contributions are appreciated at all levels.

It's a chance to be part of a \$40M capital campaign and to develop campaign communications experience within a well-established fundraising organization.

French language classes and professional development are supported at the school, as is discounted tuition for daycare and school attendance for staff with children who attend TFS.

Experience

The ideal candidate will have 3-5 years of experience in a similar role. Exposure to the nonprofit sector and experience writing fundraising and donor-centric material are strong assets. It would be an asset if candidates have worked in an educational institution and understand the cyclical nature of working in a school setting and what makes a compelling story.

Candidates will have experience writing content and copy that appeals to donors, families, and alumni. They will understand the motivations of their stakeholders and be able to communicate that in written and visual formats. They will have a wide range of experience with written and visual/graphic assignments including proposals, donor meeting notes, stewardship reporting, alumni engagement, and campaign writing.

While the candidate will have experience with writing documentation, they will also have demonstrated experience with creating content for social and digital media. In their current communications role, they are responsible for the visual design of content, including video and photography.

Personal Attributes

The Development Writer & Digital Communications Officer works well with a wide range of individuals and can function productively within a small and collaborative team. They are highly flexible and can work outside of their assigned responsibilities when team members need support. They put up their hand if a colleague needs help while also managing the expectations of their own portfolio. A self-driven and dedicated team player who enjoys participating in the creative process and working with others to develop innovative ideas. Someone with a growth mindset and a willingness to learn.

They are extremely positive and come to the table with solutions rather than problems. Creating a culture of positivity comes from their own natural disposition. They are calm under pressure and stay focused and organized when juggling many different tasks. Open to feedback, the Development Writer & Digital Communications Officer wants to learn and grow as a professional and is always willing to take the extra step to improve their skills.

The Development Writer & Digital Communications Officer has a keen eye for detail and a passion for ideating, executing, and tracking engaging social media and fundraising campaigns.

Given the fast-paced nature of the school, the Development Writer & Digital Communications Officer needs to be hard-working, energetic, and up for new challenges.

Core Competencies

- Strong creative writing, editing, and proofreading skills.
- Experience in content creation and the growth of social media presence.

- Ability to manage competing priorities and multiple tasks while maintaining a strong attention to detail and accuracy.
- A clear communicator who can effectively translate complex ideas and topics to a broad audience in an engaging way.
- Graphic design skills with an eye for compelling and professional visuals.
- Knowledge of and experience with design software (Adobe Suite, Illustrator, Photoshop, InDesign, Bridge, Dreamweaver) considered a plus.
- A high level of proficiency with SLR photography and videography is considered a plus.
- Experience editing video with Final Cut Pro, Adobe Premiere Pro, and/or Adobe After Effects or comparable software considered a plus.
- Has superior proficiency with computer applications (Microsoft Office, GSuite, Content Management Systems, and similar programs).
- Completion of a post-secondary degree program in Marketing or Communications or a related discipline (a mix of education and experience in a related field will be considered as well).

Location

The main TFS campus is located at Lawrence and Bayview Avenues. To preserve TFS's outstanding school culture and environment, all staff are expected to come to the office on a daily basis. There is some flexibility during the summer months to work remotely, and TFS supports the needs of parents to attend family-oriented appointments.

Additional Information

To apply and be seriously considered for this position, all applicants must include a portfolio or samples of their writing with their resume and cover submission.

A background check—criminal record and education—is required as a condition of employment. Finalist candidates will be asked to submit writing and video/graphic examples from their portfolio as well as a writing assessment that will be included as part of the interview process.

The salary range for this position is between \$70,000 and \$85,000.

How to Apply

We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a resumé along with a cover letter that sets out your interest in the role and highlights your relevant experience. Please state your salary expectations in your cover letter. The preferred method of application is online at <https://searchsmartconnect.com/jobs/>

TFS, Canada's International School, welcomes applications from Indigenous persons, persons with disabilities, visible minorities, women, persons of all sexual orientations and genders, and others with the skills and knowledge to productively engage with diverse communities. If you require accommodation, we will work with you to meet your needs.

Contact Details

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