



Fundraising & Community Engagement Director

Position Description

Parent Support Network (PSN) | Term: Until June 30, 2027, with possibility of extension subject to funding

POSITION DETAILS

- **Part-time, independent contractor position**
- Term: Minimum until June 30th, 2027, with possibility of extension based on available funding
- Hours: approximately 15 hours per week (more than that requires board approval), which may include occasional evenings or weekends around events
- Rate: \$22 per hour
- Reports to: the PSN Board; works in close collaboration with the Program Director

PSN'S PARENTING PHILOSOPHY

We believe all families have unique strengths and challenges

We respect children as unique individuals with their own thoughts, feelings, and perspectives. We help children learn from their experiences, which then enable them to make positive choices.

We believe in active, non-judgmental communication

We cultivate a strong connection with our children by prioritizing open communication, active listening, non-judgmental acceptance, and age-appropriate guidance tailored to each child's needs.

We believe raising children starts with us as parents

As we build on our parenting skills and further our own development, we in turn help our children grow themselves. We discipline through teaching and modelling positive behaviour and values, rather than using punishment, criticism, or conditional rewards.

We believe in nurturing children through both empathy and the environments we create

We foster our children's autonomy, self-esteem, and emotional intelligence by responding with empathy, creating a positive and supportive environment, and providing opportunities for growth and development.

PURPOSE OF THE ROLE

This role reports to the Board and works closely with the Program Director to strengthen the Network's visibility and, above all, its financial sustainability. Fundraising is the primary focus of the position.

The Program Director leads program delivery. In consultation with the Program Director, the person in this role helps grow the community, resources, and funding that support that work.

New projects are undertaken by agreement of both the Board and the person in this role. From time to time the role may fill in for the Program Director at workshops or events.

KEY RESPONSIBILITIES

1. Fundraising (primary focus)

- Solicit private and corporate sponsorships and donations, and keep marketing materials current.
- Plan and run fundraising events — for example a parenting speaker night, a family fun day, or a 50/50 draw — and encourage PSN members to run their own Facebook fundraisers.
- Prepare grant proposals: work with the Program Director to identify new opportunities and reapply to past grants, refreshing the messaging about PSN's impact.

2. Community Engagement, Marketing & Awareness

- Get PSN flyers out into the community — including libraries — and continue and expand distribution through Dufferin schools, working to obtain school-board permission where it is required.
- Network and build relationships with leaders in the community — local businesses, schools, libraries, and partner organizations — to raise PSN's profile and open doors for funding and collaboration.
- Continue to build a research-based case for support of PSN and (re)engage community partners.
- Keep social media and email contacts supplied with timely information about workshops and parenting; create “snack-sized” content (e.g., “ten ways to get kids to listen”) and teasers for upcoming workshops; grow the email list.
- Work with the Program Director to keep the website current.

3. Volunteer Recruitment

- Recruit high-school students needing volunteer hours (40 hours required).
- Recruit adults — current and past PSN participants, seniors, and anyone passionate about supporting parents — both for event help and, where interested, for the larger commitment of board membership.
- Revise and refresh volunteer-recruitment ads.

4. Family Connection & Events

- Organize at least one family event per season — low-cost to PSN and free to families — bringing families together around activities such as crafts and games, with more frequent events where the budget allows. Where possible, consider expanding these into community-benefit activities that introduce children to volunteering (e.g., planting trees, cleaning up parks).
- Organize other family-connection and community-engagement events, including but not limited to the Blues and Jazz Festival in Orangeville.

5. Supporting Programming (with the Program Director)

- Cover a workshop when needed, including coordinating the Zoom meeting for the facilitator.
- Help enhance the roster of workshops and facilitators so PSN offers a variety of topics and perspectives.
- Bring ideas to the Board for further supporting parents and caregivers — in person, through social media, and by marketing the website and its resources.

6. Other

- Coordinate new projects that arise during the term, by agreement of both the Board and the person in this role.

SKILLS & ATTRIBUTES

- Confident and comfortable with fundraising and “making the ask” — soliciting sponsorships and donations, running fundraising events, and pursuing grants.
- A strong, personable communicator who enjoys being public-facing and can represent PSN warmly and professionally in the community.
- Skilled at networking and building relationships, including with leaders in the community — local businesses, schools, libraries, and partner organizations.
- Experience with, or aptitude for, grant writing and funding applications.
- Comfortable with social media, email, and basic digital tools (e.g., online registration, website updates, Zoom); able to create engaging content.
- Organized and self-directed — able to plan and run events and manage their own schedule in a part-time contract role.
- Available to work occasional evenings and weekends around events.
- Aligned with PSN's parenting philosophy and genuinely passionate about supporting parents and caregivers.
- Familiarity with the Dufferin community and surrounding region is an asset. Willingness to travel across the regions we serve may be required (see Location & Travel).

LOCATION & TRAVEL

PSN serves families across Dufferin County and neighbouring areas. The board's preference is for the successful candidate to be based in Dufferin County; because our work extends beyond it, the candidate should be willing and able to travel within the region we serve to carry out events, outreach, and community engagement.

REPORTING & MEETINGS

Reporting

- Monthly written report to the Board.

Meetings

- PSN Board meeting — monthly.
- Meetings with the Program Director — as needed.
- Networking — ongoing.