



Opportunity: Program & Communications Officer McCall MacBain Scholarships at McGill

The McCall MacBain Scholarships at McGill is seeking a highly driven professional to join the team as **Program & Communications Officer**.

The McCall MacBain Scholarships at McGill (MMSM) are Canada's first comprehensive, leadership-driven scholarships for master's and professional degree studies. In 2019, the McCall MacBain Foundation made the then-largest donation in Canadian history to establish the program. Scholars are selected through an intensive process that seeks to identify those who aspire to lead with purpose and demonstrate an inner drive to make positive change. Once selected, scholars receive full funding for tuition plus a living stipend to study at McGill University, and benefit from a world-class enrichment program including mentorship, retreats, speaker series, and workshops.

Reporting to the Director of Leadership Development with an indirect reporting line to the Director of Marketing & Communications, the **Program & Communications Officer** will develop and implement MMSM programming as well as program-related communications. Invested in increasing alumni engagement, the **Program & Communications Officer** will lead alumni outreach and engagement efforts, strengthen scholar-alumni connections, and deepen a culture of volunteerism and philanthropy. The incumbent will also use their direct program involvement to effectively communicate activities and outcomes to a variety of stakeholders.

Key duties include:

Program Development, Implementation and Evaluation (60%)

- Create and implement an annual alumni engagement operational plan, including meaningful engagement activities to mobilize alumni as active volunteers in various capacities, including as stewards of the program, potential donors and for scholars-alumni bridging.
- Manage and coordinate all aspects of alumni programs, activities and events, including the planning, coordination, convocation and student-alumni bridge activities and annual alumni gathering. Activities may be in in-person or virtual formats, and involve our alumni community members locally, regionally, at a national and international level.
- Prepare proposals and statistical reports on programs, events, and activities that match the operational plan milestones and key performance indicators.
- Draft and implement an annual alumni survey.
- Prepare and update alumni file notes on Salesforce as a result of contacts with alumni in order to maintain record accuracy, highlighting their volunteering and donation interests, as well as their mentorship potential.
- Prepare alumni nominations for external recognition (i.e. Top 40 under 40, Young Impact Leaders).
- Develop and execute the Leading Educator Awards program.
- Develop and execute an alumni fundraising campaign.
- Draft and edit various written materials for and about alumni programs, events, and activities.

Communications (40%)

- Work with the Director of Marketing & Communications to create a plan to communicate *Leading with Purpose* program activities and outcomes to prospective applicants, university representatives, volunteers and other stakeholders.

- Craft and schedule weekly program-focused content for Instagram, LinkedIn, and other social media channels.
- Develop a quarterly volunteer stewardship e-newsletter and other volunteer-focused materials.
- Develop a monthly e-newsletter for the scholars, with the Leadership Development team's support.
- Manage the creation of an annual report and update program webpages as needed.
- Engage scholars, alumni, volunteers, and staff in content creation.
- Prepare alumni content for fundraising and donor stewardship materials.
- Monitor and analyze stakeholders' digital engagement to ensure content relevance, identify trends, and provide recommendations for future content planning.
- Work with team members to ensure program materials conform to existing brand guidelines.

The **Program & Communications Officer** will also prepare, manage, and execute day-to-day financial tasks related to their responsibilities, and perform other duties as assigned.

Qualifications, skills and attributes:

- At least 1-3 years of relevant work experience
- Superior writing and editing skills, in both English and French
- Strong interpersonal skills and experience collaborating with a range of stakeholders
- Demonstrated interest in audience research, digital community engagement, and storytelling
- Proficiency in digital photography, image editing, and graphic design
- Experience working with CRM and other software, especially knowledge of Salesforce or Airtable, considered a strong asset
- Personal accountability, with a strong mandate to meet objectives and clearly communicate and measure goals against key performance indicators
- A positive attitude, with a desire to go for the "win-win solution" and build consensus where appropriate
- Ability to manage multiple priorities within tight deadlines
- Ability to work evenings or weekends occasionally for specific events

Knowledge of English is necessary due to collaborative work with students, volunteers, partners, and stakeholders across Canada and in other countries.

To apply

Please forward your resumé with a **personalized** cover letter by email to the attention of André-Yanne Parent and Julia Lo at hire@mccallmacbainscholars.org. **Resumes without cover letters or with generic cover letters will not be considered.**

Salary: Base salary of \$60,000 - \$70,000 plus a performance-based bonus, matched RRSP contribution, and a comprehensive benefits package including health and dental.

Location: In-person in downtown Montreal.

Legal ability to work in Canada: Candidates must be legally eligible to work in Canada.

Closing: Wednesday, June 26, 2024, at 9:00 AM EDT. Thank you for your interest in this position. Please note that applications will be reviewed on a rolling basis and that we will only contact those invited to interview.