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**Position:** Director of Public Relations (Unpaid)  
**Term:** One year  
**Start Date:** August 1, 2010

About Global Playground:

Global Playground is a 501(c)(3) public charity, incorporated in New York in May 2006. We are committed to funding the education of children in developing countries by giving them opportunities to learn. We are also committed to promoting cross-cultural understanding by creating a virtual playground where students from all parts of the world can learn and interact with each other. We believe strongly that these efforts are the most promising means to eliminating poverty, violence, and intolerance in our world.

In its four years of existence, Global Playground has opened a new 325-student primary school near Kampala, Uganda; constructed a middle school near Phnom Penh, Cambodia; and completed a new library for an already-existing school in the mountains of Northern Thailand. We have also constructed a technology center in Honduras and are working to facilitate cross-cultural exchanges among the students at our project sites. To find out more about our projects and our cross-cultural initiatives go to [www.theglobalplayground.org](http://www.theglobalplayground.org).

Position Description:

- Publicize Global Playground's initiatives and fundraising events to the public and media by, for example, writing press releases, inviting foreign dignitaries to Global Playground's fundraising events, and obtaining international and domestic media coverage of major events, such as school openings
- Develop a comprehensive advertising and marketing strategy that will encourage prospective donors to support Global Playground's mission.
- Provide input on the artistic layout and overall rhetorical effect of Global Playground's Web site
- Develop the layout for Global Playground's annual report and oversee its composition
- Oversee the production of documentaries on Global Playground's initiatives
- Develop marketing materials, such as fundraising letters, t-shirts, postcards, and posters
- Write speeches for Global Playground's officers and board members to present at fundraising and other events

Time Commitment:

- Estimated hours per week: 5

Qualifications:

- Previous public relations, marketing, or advertising experience
- Working knowledge of graphic design software
- Meticulous attention to detail, including a concern for what words and images denote and connote and how word choice and the juxtaposition of images create persuasive messages
- Passion for writing, rhetoric, artistic composition, nonprofit work, and advancing education in developing countries

How to Apply:

Please send your resume; a sample of your previous work in the field of public relations, marketing, or advertising; and your contact information via email to [volunteers@theglobalplayground.org](mailto:volunteers@theglobalplayground.org) with the subject line "Director of Public Relations."