



Board Member Communications and Marketing – Volunteer Position

About the Herbert H. Carnegie Future Aces Foundation

The Herbert H. Carnegie Future Aces Foundation (the Foundation) was founded by Herbert Carnegie, a world-class professional hockey player who was denied the opportunity to play in the NHL due to racial discrimination. In response, he created the Future Aces Foundation in 1987 to inspire and empower youth in his hometown of Toronto. Since then, our programs have reached over 100,000 students across Ontario, offering motivational presentations, workshops, and scholarships for students who demonstrate leadership and community service. Our mission is to inspire and empower youth to positively impact society and reach their full potential.

Our Board

The Board consists of 13 Board members.

A Board Member has three core responsibilities:

- Fiduciary responsibility: Legal responsibilities of the Board in guiding the Foundation
- Strategic responsibility: Decisions about the use of resources, programs and services
- Generative responsibility: Development of new ideas in line with the core values

Board Type

Our Board is an active and engaged governing body that not only provides oversight and strategic recommendations for a Foundation but also plays a key role in its operations. Board Members often contribute their expertise, resources and time to directly support key initiatives, engage with staff, facilitate funding opportunities and help implement decisions.

Overview

We are seeking a dedicated Board Member with strong communications and marketing expertise to lead strategic efforts that support and grow our Foundation's impact. This volunteer role is ideal for a passionate advocate with a proven record in communications strategy, brand management, and public relations. This is an exciting time for the Foundation as the recently finalized Strategic Plan will guide future growth, purpose, and mission. The plan aims to reimagine education delivery, enhance operations, and drive greater value to the youth and communities we serve.

Key Responsibilities

- Guide and contribute to communications and marketing strategy during regular committee meetings.
- Build and sustain relationships with media, community partners, and key stakeholders.
- Oversee brand management, public relations, and marketing campaigns.

- Support staff in the development of content, campaigns, and promotional materials, as well as fundraising marketing initiatives.
- Serve as an ambassador to promote the Foundation's mission and increase public awareness.
- Collaborate with Board and staff to set and monitor communications and marketing goals.
- Leverage social media and digital platforms to grow brand visibility and audience engagement.

What We're Looking For

- Proven success in communications, marketing, journalism or public relations.
- Strong networking and relationship-building abilities.
- Experience with content creation, branding, and digital marketing strategy.
- Passion for youth empowerment, diversity, and community-driven work.
- Previous Board experience and marketing/communications certification (e.g., CPRS, CMA) are assets.

Commitment

- Approx. 10 hours/month
- Attend monthly Board and Committee meetings (virtual or in-person)
- One-year term, renewable

How to Apply

Interested candidates are encouraged to submit a resume and a brief statement of interest outlining their relevant experience and passion for the Foundation's mission.

Applications can be sent to info@futureaces.org with the subject line:

Board Member - Communications and Marketing Application.

The Herbert H. Carnegie Future Aces Foundation values diversity, equity, and inclusion and encourages applicants from all backgrounds, including underrepresented and equity-seeking communities. Please advise if you require any accommodation to ensure you will be interviewed in a fair and equitable manner.

Closing: September 4, 2026