Camp Ooch & Camp Trillium
Job Description: Communications Officer

A diagnosis of childhood cancer changes life in an instant. For affected children and families, it can suddenly feel like everything is about cancer.

Camp Ooch & Camp Trillium (merged in 2020) offers a different journey, where kids with cancer can just be kids, and families connect with a community of strength and support when they need it the most.

So much more than a summer camp—we offer the social cure for childhood cancer. Our camp-inspired programs deliver fun, friendship, and community to children and families at no cost to them year-round, all across Ontario. New in 2020 are virtual camp opportunities reaching kids and families living in isolation—at home or in the hospital—wherever they are!

Cancer changes a child’s life. So does camp. And so can you. Learn more at www.ooch.org.

Camp Ooch & Camp Trillium are seeking a talented Communications Officer to join their team. As a recently merged organization with a rebrand on the horizon, Ooch-Trillium represents an opportunity for a motivated creative professional to have a lasting impact on the future of a charity dedicated to serving kids affected by childhood cancer and their families. The successful candidate will be a creative thinker/writer and eagle-eyed prose specialist with a knack for drafting punchy, impactful copy for a variety of internal and external stakeholders.

The Communications Officer ideally has a background in marketing, advertising, and copywriting, with a demonstrated portfolio of successful social media campaigns, corporate communications, and more. They must be a self-starter, willing and ready to identify creative needs and work in partnership with others to achieve organizational goals. The successful candidate will embrace a data-driven approach to communications and work to improve marketing processes at all levels of the organization. A penchant for diligent editing and knowledge of relevant style guides are a must.

OVERALL PURPOSE

Camp Ooch & Camp Trillium’s Communications Officer tells our story in compelling ways that reach a variety of audiences. They support the development of our public profile and build brand awareness by developing engaging content. This person is an excellent writer, editor, and marketer, with strong project management skills and experience in the digital sphere. The Communications Officer will have experience creating a variety of communication assets for a development team that are inspiring, tell a story, and demonstrate impact.

REPORTS TO
Director, MarComms and Donor Experience.
Key Accountabilities

1. Planning and Oversight (20%)
   a) Support the development of an annual digital communications plan including inspiring stakeholder journeys.
   b) Contribute to the organization’s strategic planning and annual budget process.
   c) Liaise as a part of cross-functional teams to plan projects and manage deadlines, demonstrating excellent project management skills.
   d) Coordinate and collaborate with other team members in a leadership capacity to achieve departmental and organizational goals.

2. Communications & Content Development (40%)
   a) Write and edit content for the organization including, but not limited to, annual and other reports, donor newsletters, digital solicitations, special event- and program-related promotional materials, video scripts etc.
   b) Work with leadership team to prepare forward-facing cases for support, including concepts on campaigns.
   c) Work with leadership team on developing brands for events, fundraising initiatives, and more.
   d) Write and edit content for the management team including, but not limited to speeches, speaking notes, internal communications, and external stakeholder outreach, including stewardship.
   e) Ensure that content being produced adheres to organizational key messages, established guidelines for conduct, and protects Camper confidentiality.
   f) Support the events team by executing communications plans for signature events including the Sporting Life 10k, the Imagine the Magic Gala, Bonfire Bash, and R2//NYC—among others.
   g) Attend a variety of in-person events to document the organization’s work with photos, videos, and testimonials.
   h) Manage communications-related special projects or assignments as requested.
   i) Oversee the intake and management of story and testimonial inventory to communicate the organization’s mandate.
   j) Coordinate with external agency services, including pro-bono agencies.
   k) Create, update, and adhere to organizational and departmental style guides, and other similar guiding documents; act as diligent overseer for applied processes throughout the organization.
   l) Work continually to improve organizational-wide quality of communications, ensuring consistency, clarity, and adherence to policies & procedures; help to inform and educate others about these practices.
   m) Create and maintain an inventory of “self-serve” written assets—templates that can be modified to suit organizational goals as necessary.

3. Digital Media Management (30%)
   a) Responsible for developing and/or managing website content and social media channels.
   b) Create and execute paid ad campaigns that reach different audiences as necessary; produce reports that report on the efficacy and utility of those campaigns.
   c) Use scheduling tools like Hootsuite and databases like Excel to coordinate a social media plan that supports organizational goals as a whole while advancing the mandate of individual teams.
d) Create strategies for the merging and streamlining of existing multiple social media channels.

e) Continually find ways to improve results through use of metrics, testing new initiatives and leveraging Google Analytics reporting and other measurement tools, working collaboratively with the coordinator, Digital Experience & Analytics.

f) Lead and work with cross-departmental teams to coordinate the production of content for social media channels including (but not limited to): event photos, videos, and more.

4. Perform other duties and responsibilities as assigned by Manager or his/her designate.

Experience and Qualifications

- Diploma or degree in marketing, communications or public relations, or relevant experience.
- Minimum two years’ experience with communications supporting a development team or function.
- Superior oral and written communications skills.
- Excellent project management abilities and/or training in project management.
- Superior knowledge of social media and digital communications, including experience with related management tools, Google Analytics, etc.
- Strong knowledge of Microsoft Office and related software.
- Knowledge of Adobe Creative Suite is an asset.
- Ability to work independently and as a member of a high-performance team.
- Superior interpersonal and relationship management skills.
- Demonstrated commitment and experience in the volunteer sector or in volunteer management.
- Current Ontario driver’s license; insurable.
- Current police check with vulnerable sector screening.

Personal/Professional Characteristics

Well organized, with proven planning and organizational skills as well as the ability to manage and prioritize multiple priorities and respond to multiple requests; enthusiastic; personable with exceptional interpersonal skills; adaptable; diplomatic; strong attention to detail; able to work in an open-concept office environment and sense of fiscal responsibility; trustworthy and motivated; comfortable with self-directed work in remote office environments.

Particular Working Conditions:

- The position involves evening/ weekend commitments and some travel.
- This position currently involves remote work due to the COVID-19 pandemic.
- In consideration of the population Camp Ooch & Camp Trillium serve, the incumbent is a non-smoker.

Physical Requirements:

The usual and customary methods of performing the job’s functions require the following physical demands: occasional lifting, carrying, pushing, and/or pulling; some stooping, kneeling, crouching, and/or crawling; and significant fine finger dexterity. The job is performed in a generally hazard free environment and in a clean atmosphere.
May require some lifting (e.g. event setup and teardown) and the ability to stand/sit for prolonged periods.

Ethics
Operate in keeping with the organization’s commitment to ethical behaviour by: Helping to ensure that the integrity, image and quality of all programs are consistent with our mission, operating principles and objectives and adhere to the code of ethics of Imagine Canada, the Association of Gift Planners, the Canadian Code for Volunteer Involvement and the Code of Ethics of the Association of Fundraising Professionals.

Benefits
This position offers a competitive salary, full benefits package, vacation, and professional development.

To Apply
Please send a cover letter, resume and expected salary to careers@ooch.org with the email subject reading 2020009 – Communications Officer.

We will expect to commence screening applicants on October 12, 2020. This posting will remain open until filled. Only applicants selected for an interview will be contacted. For more information about Camp Ooch and Camp Trillium, please visit www.ooch.org - No phone calls please.

Applying by mail is also acceptable and should be addressed to the attention of:
Human Resources, Camp Oochigeas, 464 Bathurst St., Toronto, ON M5T 2S6.

Equal Employment Opportunity
Camp Ooch & Camp Trillium invites applications from all qualified individuals. We are committed to employment equity and diversity in the workplace and welcomes applications from women, visible minorities, indigenous people, persons with disabilities, and persons of any sexual orientation or gender identity. In accordance with Canadian Immigration requirements, priority will be given to Canadian citizens and permanent residents.

Accessibility
Upon request, Camp Ooch & Camp Trillium will provide to applicants with disabilities, accommodations that take into account the applicants’ accessibility needs, in order to facilitate participation in the recruitment, assessment, selection and hiring stages.