



Camp Ooch & Camp Trillium Job Posting: Digital Marketing & 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. Learn more at www.ooch.org.

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.

Camp Ooch & Camp Trillium are seeking a talented Digital Marketing & Communications Officer to join their team. As a recently merged organization with a rebrand scheduled for this fall, as a motivated and creative professional, you can 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 an innovative creative thinker/writer/marketer with a knack for drafting punchy, impactful copy for a variety of internal and external stakeholders.

The Digital Marketing & Communications Officer has a background in social media and email marketing, advertising and copywriting, with a demonstrated portfolio of successful campaigns. 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 metrics-driven approach to communications and will work to improve and contribute to marketing processes at all levels of the organization. A penchant for diligent editing, accuracy and knowledge of relevant style guides are a must.

OVERALL PURPOSE

Camp Ooch & Camp Trillium's **Digital Marketing & Communications Officer** tells our story in compelling ways that reach a variety of audiences. They are a key supporter in 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 demonstrated experience in the digital sphere, including paid special media campaigns. They will have experience with story-telling via digital and print mediums that are inspiring, tell a story, and demonstrate impact.

The key accountabilities in this role include planning and oversight of the organization's digital communications plans, communications and content development, and digital media management.

REPORTS TO

Director, MarComms and Donor Experience

Location: Toronto, Ontario, Canada – 464 Bathurst St. This role is currently working remotely from home. We expect this to be a hybrid work from office/work from home role in the future.

Experience and Qualifications

- Diploma or degree in digital marketing, communications or public relations, or relevant experience.
- Minimum two years' experience with communications supporting a development team or function.
- Superior knowledge of social media and digital marketing communications, including experience with related management tools, Google Analytics, etc.
- Strong oral and written communication skills.
- Excellent project management abilities and/or training in project management.
- 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. Possesses a sense of fiscal responsibility; trustworthiness and self-motivation; comfortable with self-directed work in a hybrid and open concept office environment.

Particular Working Conditions:

- a) The position involves evening/ weekend commitments and some travel.
- b) This position currently involves hybrid work due to the COVID-19 pandemic.
- c) 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.

Compensation & Benefits

This position offers a competitive annual salary range of \$45K - \$50K, 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 **2021026 - Digital Marketing & Communications Officer**.

We will expect to commence screening applicants on August 3, 2021. 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.

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.