



## CAMP OOCHIGEAS

### Amazing Opportunity

#### **COMMUNICATIONS OFFICER**

##### **ABOUT CAMP OOCHIGEAS**

In 1983, an ambitious group of board members and volunteers banded together to create a summer camp unlike any other in Canada. Exclusively serving children with cancer, it would be privately funded, staffed entirely by volunteers, and completely free for the campers. A camp where every child, no matter how debilitating their illness, would be provided an opportunity to explore enriching, challenging, fun experiences through what is fondly referred to today as the “Magic of Ooch”.

Thirty-five years later, Camp Oochigeas has experienced exceptionally strong strategic growth and is now offering increased programming in order to better serve our community. Building programs to meet the ever-changing landscape of paediatric healthcare, we have expanded to include programs year-round in Muskoka, at The Hospital for Sick Children in Toronto (SickKids), at Ooch Downtown (a Toronto urban camp facility), and three other regional cancer centres.

With more than 550 active volunteers each year and over 65 full-time staff, we now serve 1600+ children annually, at our camp and through other year-round programs that support siblings, bereaved siblings, and parents. Ooch relies on the generous support of over 30,000 donors each year and continues its long-standing history of providing outstanding support and excellent programming for children with cancer.

##### **OVERALL PURPOSE**

Camp Ooch is growing and we’re looking for a **Communications Officer** who can tell our story in compelling ways that reach a variety of audiences. They will support the development of Camp Ooch’s public profile and build brand awareness by developing engaging content. This person will be an excellent writer and editor, with strong project management skills. The Communications Officer will have experience creating communications for a development team that are inspiring, tell a story and demonstrate impact.

##### **REPORTS TO**

Senior Manager, Marketing & Communications

## **Key Accountabilities**

### **1. Planning (10%)**

- Support the development of an annual communications plan that supports fundraising goals and delivers an inspiring donor journey.
- Contribute to the organization's strategic planning and annual budget process.
- Liaise as a part of cross-functional teams to plan projects and manage deadlines, demonstrating excellent project management skills.

### **2. Communications & Content Development (70%)**

- Write and edit content for the Development Department including, but not limited to, donor newsletters, e-solicitations, personal letters to donors, proposals, etc.
- Write and edit content for the programs department, including but not limited to promotional materials, program overviews and social media posts.
- Oversee media relations and public relations for the organization.
- Support the events team by planning and executing communications plans for signature events including the Sporting Life 10K and the Imagine the Magic Gala, among others.
- Responsible for measuring the impact of print and online communications.
- Manages communications-related special projects or assignments as requested.
- Coordinate with external agency services, including pro bono agencies.
- Responsible for creating and adhering to Communications Policies and Procedures.

### **3. Digital Media Management (20%)**

- Responsible to develop content and manage social media channels.
- Develop and manage content for the website.
- Use Google Analytics and other measurement tools to develop metrics, provide reports, and continually find ways to improve through testing new initiatives.

### **4. Ethics**

- a) Help ensure that the integrity, image and quality of all ethics are consistent with Camp Oochigeas' 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.

## **Key Relationships**

- a) Reports to the Senior Manager, Marketing & Communications.
- b) Works in close collaboration with other members of the Development team, in particular colleagues in Annual Giving, Events and Major Gifts.
- c) Support the programs department to ensure high quality communications for all external communications.

## **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.
- Strong knowledge of digital media channels, including experience with social media management tools, google analytics, etc.
- Ability to work independently and as a member of a high performance team.
- Superior interpersonal and relationship management skills.
- An understanding of the power of camp.
- Demonstrated commitment and experience in the volunteer sector or in volunteer management.
- Current driver's license.
- Current police reference check with vulnerable sector screening.

#### *Personal/Professional Characteristics*

Well organized with proven planning and organizational skills, ability to manage and prioritize multiple priorities and respond to multiple requests, enthusiastic, personable with exceptional interpersonal skills, strong written communication skills, adaptable, diplomatic, attention to detail, able to work in an open concept office environment and sense of fiscal responsibility.

#### **Particular Working Conditions**

- a) In consideration of the population Ooch serves, the Communications Officer is a non-smoker.
- b) This is a full-time position working in Toronto. The position involves some evening and weekend commitments.

#### **Benefits**

This position offers a competitive salary, full benefits package, vacation, professional development, and performance based increases.

#### **Equal Employment Opportunity**

Camp Oochigeas invites applications from all qualified individuals. Camp Oochigeas is 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 Oochigeas 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.

#### **To Apply**

Please send a cover letter and resume via email by April 26<sup>th</sup> to the Human Resources Department.  
**Email:** [hr@ooch.org](mailto:hr@ooch.org)

For more information please visit our website at [www.ooch.org](http://www.ooch.org)