



Specialist, Social Media & Community Management

ABOUT US

Campfire Circle has offered healing through happiness for thousands of kids and families affected by childhood cancer since 1983. It's where kids can be kids, and families can be families—engaging in camp-inspired community, in-hospital, and overnight camp programs, at no cost to them. As a privately funded organization, Campfire Circle donors make thousands of life-changing experiences possible for Campers throughout the year, all across Ontario.

THE OPPORTUNITY

Every day, Campfire Circle connects with kids with cancer or serious illness and their families, providing joyful and transformative programs in hospitals, communities, and overnight camps. We are looking for a dynamic **Specialist, Social Media & Community Management** who will help us tell our story, engage with our community in meaningful ways, create compelling content that builds brand awareness, and inspire the public to support our cause. The **Specialist, Social Media & Community Management** is an excellent writer, editor, and strategist, with strong project management skills and demonstrated experience in the digital sphere, including paid special media campaigns. They will have experience with storytelling via digital mediums that is inspiring and demonstrates impact. They will prepare social media posts, create paid campaign content, manage content creation, and build internal constituent relationships.

The key accountabilities of this role include, but are not limited to:

- **Planning and Oversight:** Support/lead the development of our social media strategy as it aligns with our organizational goals, working as part of the cross-functional communications team to plan content projects and manage deadlines, demonstrating excellent project management skills, and meeting KPIs on social media engagement, brand awareness, and organizational goals.
- **Communications & Content Development:**
 - Copywrite, manage, and schedule high-quality editorial content for social media channels including but not limited to Facebook, Instagram, Threads, Twitter/X, LinkedIn, YouTube, and TikTok,
 - Manage social calendars aligned with business objectives, working with the leadership team to develop and execute communications concepts on branded events, fundraising initiatives, and more,
 - Create paid social campaigns in collaboration with marketing leads to improve overall brand awareness, and
 - Measure the outcomes of projects and paid campaigns and provide metrics and insights to the team on a weekly, monthly, and quarterly basis.
- **Digital Community Management:**
 - Responsible for developing and/or managing website content and social media channels on a daily basis,
 - Engage daily with supporters and donors on social media platforms in a timely manner – respond, share, and comment on relevant content,



- Create and execute paid ad campaigns that reach different audiences as necessary; produce reports on the efficacy of those campaigns,
- Use scheduling tools such as Agorapulse and other cloud-based platforms to coordinate a social media plan that supports organizational goals as a whole while advancing the mandate of individual teams, and
- Identify and establish partnerships with relevant influencers and content creators.

QUALIFICATIONS

- Diploma or degree in digital marketing, social media, communications, 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, Meta, 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 WordPress and 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, and
- Current driver's license and the ability to be covered by camp's insurance policy.

In accordance with our mandate of creating a caring and safe environment for ill children and their families, we require attestation of childhood vaccinations, updated Police Record with Vulnerable Sector Screening, and proof of full vaccination against COVID-19 for all of our staff. We also require that all staff be currently eligible to work in Canada and for Campfire Circle.

WORKING CONDITIONS

- The position involves some evening/ weekend commitments and some travel.
- This position currently involves hybrid work from home/from our downtown Toronto office.
- In consideration of the population Campfire Circle serves, the incumbent is a non-smoker.

COMPENSATION

This position offers a competitive annual salary of \$50,000. In addition, Campfire Circle is invested in our staff's health, wellness and career growth. As part of the total compensation package for this role, we offer a comprehensive benefits package (premiums fully paid by the organization with the exception of Long-Term Disability), a wellness benefit up to \$500 annually, paid vacation time plus a paid winter shutdown period up to eight days, flexible hybrid work arrangements, and on-going professional development.



HOW TO APPLY

Please send a cover letter, resume and expected salary to careers@campfirecircle.org with the email subject reading **2024015 – Specialist, Social Media & Community Management.**

Don't meet every single requirement in this posting? Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. If you're excited about this role but your past experience doesn't align perfectly with every qualification or requirement we encourage you to apply anyways. You may be just the right candidate!

This posting will remain open until filled. Only applicants selected for an interview will be contacted. For more information about Campfire Circle, please visit www.campfirecircle.org - No phone calls please.

ACCESSIBILITY & DIVERSITY, EQUITY AND INCLUSION

Campfire Circle is strongly committed to diversity within its community and welcomes applications from racialized persons/persons of colour, Indigenous People of North America and the world, persons with disabilities, 2SLGBTQIA+ persons, and those who may contribute to the further diversification of ideas. We are committed to providing equitable opportunities in employment and to providing a workplace which is free from discrimination and harassment.

We are equally committed to providing an inclusive and accessible workplace. Applicants requiring accommodations to access our job postings and apply for roles with our organization are invited to reach out to our HR Team at careers@campfirecircle.org or in a manner that fits their accessibility needs, and can trust that their application will be considered equitably for our available roles. Contact information for our HR Team is located on our website at <https://campfirecircle.org/work-at-campfire-circle/>, and more information about our accessibility commitments can be found at <https://campfirecircle.org/about-campfire-circle/accessibility-at-campfire-circle/>.



Campfire Circle is grateful for Indigenous communities' stewardship of the land that we occupy—including the traditional territory of many nations including the Anishinaabeg, the Chippewas, the Haudenosaunee peoples, and many other diverse First Nations, Inuit and Metis peoples. We aspire to be deserving stewards of the land, in partnership with them.