



# Senior Writer, Proposals & Impact Reporting

## ABOUT US

### Help Bring Back the Joy of Childhood

Since 1983, Campfire Circle has delivered healing through happiness to thousands of kids with cancer or serious illness and their families across Ontario. Our programs are offered in paediatric hospitals across Ontario, in local communities, and at our medically supported overnight camps, offering year-round experiences that provide life-changing moments of joy, connection, and resilience.

And we're just getting started. Today, over 40,000 kids in Ontario face serious illness, many without access to the psychosocial support they urgently need. That's why we have a bold vision: to grow from serving 3,000 campers a year to 10,000. We're building a passionate, talented team to help make that vision a reality. When you join Campfire Circle, you become an integral part of a dynamic team helping to transform the lives of thousands of kids with serious illness, alongside our dedicated community of volunteers and donors.

Help us give back the joy of childhood to every kid with serious illness who needs it most.

## THE OPPORTUNITY

Reporting to the Associate Director, Communications, the Senior Writer, Proposals & Impact Reporting plays a key role in telling Campfire Circle's story and inspiring donor investment in our mission to deliver joyful, transformative programs for children with cancer or serious illness in paediatric hospitals, communities, and medically supported overnight camps. This role develops compelling, donor-centred communications that support fundraising efforts across all giving levels. Working closely with the Development team, this role produces high-quality funding proposals, impact reports, and stewardship materials for major gifts, corporate partners, foundations, and individual donors. Collaborating across the Marketing & Communications Department and with Executive, Program, and Business Operations teams, the Senior Writer translates complex program information, data, and funding priorities into persuasive cases for support and meaningful impact reporting that reflect Campfire Circle's brand, values, and mission.

The key accountabilities of the role are:

### 1. Proposal Writing and Development:

- Serve as lead writer for major gift, corporate, and foundation proposals, with a focus on transformational and leadership-level gifts.
- Partner with senior management team, philanthropy leadership, fundraising relationship managers, and other relevant team members to plan, develop, and coordinate solicitation tools and stewardship content.
- Translate complex program information, such as delivery models, measurement, and evaluation into clear, compelling communications that articulate need, impact, and outcomes.
- Demonstrate expertise in grant writing and foundation giving by producing tailored, persuasive proposals aligned with funder priorities and organizational messaging in collaboration with the Manager, Foundation Giving.



- Ensure all donor communications (proposals, reports, correspondence, briefs, etc.) are accurate, error-free, on brand, and aligned with strategic priorities.
- Support fundraising teams with high-quality philanthropic communications, including one-pagers, grant documents, and proposal components, and coordinate the collection of relevant data and metrics across the organization.
- Develop and maintain a library of self-serve assets (e.g. templates for proposals, letters of intent, and reports) that can be adapted by relationship managers as needed.

## **2. Impact Reporting:**

- Develop compelling stewardship and impact materials that align with proposals, gift agreements, and broader donor recognition strategies.
- Contribute to key stewardship initiatives, including the gratitude report, annual report, and required donor and funder impact reports.
- Create impact-focused collateral and templates that support consistent, meaningful stewardship across audiences and giving levels.
- Collaborate with the Marketing & Communications team to develop stewardship-related content for digital platforms, social media, and other channels to fulfill donor deliverables.

## **3. Strategic Communications:**

- Work with the Associate Director, Communications to identify and advance strategic communications opportunities that support philanthropic priorities and campaign planning.
- Contribute to broader Marketing & Communications initiatives, including direct and digital marketing, annual giving, social media, website content, earned media, multimedia projects, and public-facing donor recognition materials.
- Participate in cross-functional project teams to plan and deliver stewardship and fundraising communications, managing timelines and priorities with strong project management skills.

## **ABOUT YOU**

### *Required Criteria*

- Degree in communications, journalism, or equivalent experience in grant writing, fundraising communications, or non-profit advancement
- Minimum 5 years of experience with philanthropic writing, and/or grant writing with a strong portfolio
- Preferred experience working in an advancement environment
- Experience or aptitude to work in a fast-paced, growing organization
- Superior oral and written communications skills
- Excellent project management abilities and/or training in project management
- Strong knowledge of philanthropic trends, giving, and campaign trends
- Experience working with Major Gift fundraisers and corporate partners as a business partner and collaborator
- Strong knowledge of Microsoft 365 (Excel, Word, Teams) and related products, Adobe Creative Cloud (specifically InDesign and Adobe Pro) and related software
- Ability to work independently and as a member of a high-performance team
- Superior interpersonal and relationship management skills



- New employees who are under 30 years of age at the time of hire will have their Criminal Record Check completed by the Organization, while those who are 30 years of age or older are required to obtain a Criminal Record Check with Vulnerable Sector Screening.
- Demonstrated commitment and experience in the volunteer sector or in volunteer management, an asset
- Current G2 or G class driver's license and the ability to be covered by camp's insurance policy, an asset.

To support our commitment to a safe, caring environment for children with serious illnesses and their families, all staff must attest to having received their childhood vaccinations and confirm a negative result in a two-step Tuberculosis ("TB") testing series. Seasonal boosters against Influenza and the most recent circulating strain of COVID are strongly encouraged. All staff must provide an updated criminal record check or Vulnerable Sector Screening and be currently eligible to work in Canada and for Campfire Circle.

## WORKING CONDITIONS

- a) This is a full-time position based out of Toronto (with a hybrid work model with 2-3 days in office) allowing for the individual to work both in office and remotely. The position involves some evening and weekend commitments.
- b) In consideration of the population Campfire Circle serves, the incumbent is a non-smoker.

## COMPENSATION & BENEFITS

This position is for a newly created role to support the growth of our Marketing and Communications team at Campfire Circle and offers a competitive hiring range of \$74,000 - \$80,000. 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, with premiums fully paid by the organization with the exception of Long Term Disability, including \$4,000 annually for mental health practitioners, a wellness benefit up to \$500 annually, an accelerated RRSP matching program up to 5% of base salary, 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 resume and salary expectations to [careers@campfirecircle.org](mailto:careers@campfirecircle.org) with the email subject reading **2026005 – Senior Writer, Proposals & Impact Reporting**.

Don't meet every single requirement in this posting? Studies have shown that people of colour and individuals who are female identifying, 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!



*All tools may be utilized at any stage of recruitment for this role. 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](http://www.campfirecircle.org) - No phone calls please.*

## **ACCESSIBILITY & DIVERSITY, EQUITY AND INCLUSION**

Campfire Circle is deeply committed to fostering a diverse and inclusive workforce that reflects the rich diversity of the communities we serve. We welcome applications from racialized persons/persons of colour, Indigenous People from North America and around the world, persons with disabilities, 2SLGBTQIA+ individuals, and those who bring diverse perspectives and experiences. Our commitment is to provide equitable employment opportunities to all and to maintain a work environment 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](mailto: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/>.

## **LAND ACKNOWLEDGEMENT**

Campfire Circle acknowledges that we operate on the traditional territory of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, and is now home to many diverse First Nations, Inuit and Métis peoples.

On this land, we are grateful to share the magic of camp with children and families, and we endeavour to create a community of joy, hope and healing. Acknowledging the land that we occupy is just one small step on the path towards Truth and Reconciliation.