



## Officer, Communications

### ABOUT US

CAMPFIRE CIRCLE (formerly Camp Ooch & Camp Trillium) 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

CAMPFIRE CIRCLE is looking for a dynamic and versatile **Officer, Communications** to help bring our communications to the next level, and help us share the magic of CAMPFIRE CIRCLE!

The Officer, Communications will help us tell our story, creating compelling content that will build awareness of our organization and inspire the public to support our cause. The candidate is an excellent writer and editor with effective project management skills and has experience profiling and interviewing a variety of stakeholders, such as camper families, staff, volunteers and donors. They will assist with preparing website articles, social media posts, fundraising emails and informative e-newsletters. They will also support with media relations, such as responding to inquiries, crafting pitches and preparing press releases.

The key accountabilities of the role are:

- Write and edit content including donor newsletters, e-solicitations, personal donor letters, proposals, direct mail, internal communications, program promotional materials or overviews, social media posts, speeches and speaking notes, and external stakeholder outreach.
- Develop and manage content for the website.
- Support the events team by planning and executing communications plans for signature events including the Sporting Life 10K, Bonfire Bash, and R2//NYC—among others.
- Attend a variety of in-person events to document the organization's work with photos, videos, and testimonials.
- Work with leadership team to pitch and develop concepts on capital campaigns, branded events, fundraising initiatives, and more.
- Oversee the intake and management of story and testimonial inventory to advance organization's mandate.
- Identify stories to pitch to media, respond to media inquiries, and prepare press releases to promote awareness of important events and publish through our newswire service.
- Maintain a current listing of media contacts and help foster strong relationships through sharing relevant updates about our organization.
- Support the development of an annual communications plan, and liaise as a part of cross-functional teams to plan projects and manage deadlines, demonstrating excellent project management skills.



## ABOUT YOU

### QUALIFICATIONS

#### *Required Criteria:*

- 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.
- Strong knowledge of Microsoft Office and related software.
- Experience with WordPress is beneficial.
- 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 driver's license.
- Current police reference check with vulnerable sector screening.

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.

### WORKING CONDITIONS

- a) In consideration of the population the organization serves, the Communications Officer must be a non-smoker.
- b) This is a full-time hybrid position working in the GTA. While much of the work can be done remotely from home, some attendance at the office, events or programs is required (on average 4-8 days a month in person). The position also involves some evening and weekend commitments.

### COMPENSATION & BENEFITS

This position offers a competitive annual salary range of \$48,000 - \$58,000, full benefits package, vacation, and professional development.

### APPLY

Please send a cover letter, resume and expected salary to [careers@campfirecircle.org](mailto:careers@campfirecircle.org) with the email subject reading **2022024 – Officer, Communications**.

*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 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](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/about-campfire-circle/careers/>, and more information about our accessibility commitments can be found at <https://campfirecircle.org/about-campfire-circle/accessibility-at-campfire-circle/>.

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CAMPFIRE CIRCLE is grateful for Indigenous communities' stewardship of the land that we occupy—including the traditional territory of many nations including the Anishnabeg, 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.