



## Job Posting

### Digital Marketer and Social Media Coordinator (Full-time)

#### Overall Purpose

Digital Marketing and Social Media Coordinator is accountable for driving brand awareness, lead engagement, cultivation and conversion using digital marketing and social media channels; providing marketing and communications support to Camp Oochigeas in order that the organization achieves, specifically, its long- and short-term strategic fund development goals, and, generally, its broader organizational objectives. These accountabilities assist in achieving the following:

- a) The Development Department's vision to advance the profile of Camp Oochigeas to donors, prospects and other stakeholders to inspire ongoing commitments which will ensure sufficient resources to meet the organization's current and future needs, and;
- b) The support and enhancement of the Camp Oochigeas brand – its mission of providing kids with cancer and kids affected by childhood cancer with unique opportunities for growth through challenging, fun, enriching and magical experiences.

**Reports to:** Senior Marketing & Communications Officer

**Start Date:** Immediate

#### 1. Specific Accountabilities

- a) Builds and advances ('markets') the Ooch brand through the organizations' online properties
- b) Maintains and oversees content on the Ooch website domain
- c) Publishes web site content in a timely and accurate fashion
- d) Possesses proficiency in industry standard web and social media content management systems and HTML coding.
- e) Responsible for social media platforms ensuring proactive, positive and relevant messaging in Ooch's online communications; monitors and coordinates and executes responses to online 'conversations.'
- f) Strategic understanding of effective online community building – optimizing for search and increased web and social-channels traffic (e.g. SEO and PPC, Google AdWords, Facebook Ad, etc.).
- g) Experience with broad range of marketing channel use, with a focus on digital and email.
- h) Assisting the Senior Officer, Marketing and Communications, and Officer, Communications, the incumbent is instrumental in the maintenance and championing of a social media strategy and its execution; and developing a regime of monitoring, measurement and analysis of Ooch's marketing channels (using evaluation tools

such as Google Analytics) to measure impact of activities, and to direct future initiatives.

- i) Will play an active role in any future re-development of the Ooch web platform.
- j) Provides technical support and advice to staff using additional technology, such as audio and video platforms, where necessary.
- k) Stays current with, and activates, best-in-practice web and social media strategies and tactics to help optimize Camp Oochigeas' usage of these tools in achieving organizational goals.
- l) Liaison (functional) with external vendors (e.g. creative agency partners and web developers).

## **2. Digital Asset Management**

- a) Implement system for digital asset management (software).
- b) Manage & maintain digital assets.
- c) Maintain and administer the photo cataloguing system.
- d) Watermark identified photos for public online communications including Facebook, twitter and web.
- e) Photo and video editing.

## **4. Ethics**

Help ensure that the integrity, image and quality of all programs 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**

Digital Media Coordinator works collaboratively with all staff of the organization with focused working relationships with the Officer, Communications, and Web/IT Support Coordinator.

## **Experience and Qualifications**

### Required Criteria

- a) BA/BS in a relevant field or equivalent
- b) 2-3 years of experience in a similar role
- c) Web design and programming experience (HTML, CSS, JavaScript, jQuery)
- d) Solid understanding of contemporary web & social media strategies and tactics
- e) Excellent computer skills required, including web content management system experience, social media management system and HTML coding
- f) Understanding of digital marketing and technology trends.
- g) Excellent proficiency in Excel, Word and PowerPoint
- h) Exceptional customer service skills
- i) Ability to multitask and prioritize
- j) Excellent communication skills
- k) Current driver's license
- l) Current police check

### *Advantageous Criteria*

- a) Experience with CRM (Ooch uses Raiser's Edge) and an understanding of database systems – skills related to using data analysis to drive marketing programs
- b) Some digital design and layout experience and experience with Adobe Creative Suite is an asset.
- c) Knowledge of video and photo editing along with competent photography/video skills
- d) Other web programming languages (.NET, .PHP, .SQL).
- e) An understanding of the 'power of camp.'
- f) Demonstrated commitment to volunteerism or volunteer sector.

### *Personal/Professional Characteristics*

Well organized with proven planning and organizational skills and the ability to manage and prioritize multiple priorities and respond to multiple requests; enthusiastic; personable with exceptional interpersonal 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 Digital Media Coordinator will be able to work in a totally smoke-free work environment
- b) The position involves considerable evening and weekend commitments and requires some lifting (e.g. event set up and take down) and the ability to stand/sit at a booth

### **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, Aboriginal 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**

Camp Oochigeas provides support in its recruitment processes to applicants with disabilities, including accommodation that takes into account an applicant's accessibility needs. Accommodation will be provided, on request, to applicants with disabilities to enable their participation in the recruitment, assessment, selection and hiring stages.

### **To Apply**

Please send us a cover letter and resume. Fax, mail, or email is acceptable and needs to be addressed to the attention of:

Manager, Human Resources  
Camp Oochigeas  
464 Bathurst St.  
Toronto, ON  
M5T 2S6  
Fax: 416 961 2267  
Email: [hr@ooch.org](mailto:hr@ooch.org)

**No phone calls please**

*Only applicants selected for an interview will be contacted.*

*For more information about Camp Oochigeas, please visit [www.ooch.org](http://www.ooch.org)*