

Position Title: Communications and Digital Media Manager

Reports to: President and CEO

Ottawa Regional Cancer Foundation

The Ottawa Regional Cancer Foundation is a proud cancer survivorship champion. We harness the power of our community to deliver life-changing results for those touched by cancer. We offer a Community Cancer Hub – a single portal for local cancer patients to access the community based non-medical care they need. The Cancer Foundation increases access to innovative personalized therapies by funding local research and clinical trials.

For more information please visit www.ottawacancer.ca.

Purpose of Position:

The Communications and Digital Media Manager is responsible for bringing the Cancer Foundation's brand to life in the community. The Communication and Digital Media Manager is responsible for developing and managing an effective communications, marketing, and public relations strategy that increases brand awareness of the Cancer Foundation within the broader community. The incumbent will create unique and meaningful content to attract and engage various stakeholder groups, including partners, donors, and the community at large in support of the Cancer Foundation's fundraising strategy.

Accountabilities:

1. Create and execute a communications and marketing strategy that builds awareness of the Cancer Foundation brand that supports the organization's fundraising strategy using tools such as the Cancer Foundation website, social media channels, advertising, and earned media.
2. Create and execute a public relations strategy that helps build awareness of the Cancer Foundation within the community and with current and potential partners.
3. Manage the Cancer Foundation's website, including updates and producing website content.
4. Support the Cancer Foundation's fundraising team by producing products such as cases for support and donor reports.
5. Support the Cancer Foundation's events team by producing content for special events such as video, event program products, and promotional material.
6. Manage the relationship with external vendors in support of the Cancer Foundation's communication and marketing strategy such as marketing and advertising agencies.
7. Develop and execute a media relations strategy that increase earned media opportunities.
8. Develop and manage communications and marketing developmental budget.

Authority / Challenges

The Communications and Digital Media Manager is responsible for the development and execution of the organization's communications activities in support the Cancer Foundation's strategy. The position of Communications and Digital Media Manager requires excellent written and interpersonal skills in order to effectively communicate with all stakeholder groups.

The incumbent is expected to endorse organizational values, to adhere to policies and procedures, to be informed about legislative and regulatory requirements and to remain current in the field of fundraising, communications and

JOB POSTING—Communications and Digital Media Manager

social media. A supervisor is available to respond to questions and approval is required for unusual circumstances. The performance of this role has a direct impact on the Foundation's ability to accurately present its brand, communicate timely and accurate information and to stimulate participation in various campaigns and events.

Knowledge/Skills/Abilities:

- Excellent oral and written communication skills in French and English
- Knowledge in creating web content and managing a website
- Knowledge in creating strategy and operational plans
- Knowledge in creating social media content and executing a social media strategy
- Good interpersonal and relationship building skills
- Ability to actively engage various audiences through effective communications
- Demonstrated ability to work independently; highly self-motivated
- Strong prioritizing and organizing skills, ability to manage multiple projects, adapt to changing priorities, and meet urgent deadlines in a demanding environment.
- Positive attitude, passion and enthusiasm
- Exceptional attention to detail
- Ability to be a team player
- Critical thinking and problem-solving skills
- Strong general computer literacy including Microsoft Office, Adobe, database management software
- Knowledge of Wordpress
- Graphic design experience is an asset

Employment Requirements:

Education: Post-secondary degree or diploma from a recognized university or college, or equivalent professional experience in a communications and marketing role

Experience:

- 5+ years of experience in communications and marketing.
- Experience in creating web content and managing a website
- Experience in creating strategy and operational plans
- Experience in creating social media content and executing a social media strategy
- Experience in developing and managing a budget
- Demonstrated experience creating and implementing communications and marketing strategies with measurable success

Language: Bilingual (English and French)

Working Conditions:

The position is located in pleasant working conditions; has normal office activity of sitting, standing, walking and carrying; may sit for long periods of time with the ability to get up and move around as necessary. The position performs a variety of administrative tasks; may have long hours of operating a computer and inputting data. Errors may cause significant disruption; peak busy periods around events; regularly works with confidential information

Conditions of Employment:

- Permanent, fulltime, occasional weekends or evenings is required for events

Special requirements:

- Valid Ontario driver's license and regular access to a vehicle

JOB POSTING—Communications and Digital Media Manager

Salary & benefits:

- Full-time, permanent position
- Salary range: \$59,900 (low), \$69,900 (mid) to \$79,900 (high), under review
- Defined benefit pension (with competitive employer contribution, in addition to the salary above)
- Exceptional health / dental plan
- 4 weeks paid vacation

Recruitment is ongoing, however we recommend that you submit your letter of interest along with your résumé on or before Thursday August 25, 2022 by 11.59 pm to HR@ottawacancer.ca.

Please note the following:

- The subject line of your email should read “Communications”
- The file name for your resume should read: “(last name)_(first name)_ Resume”
- The file name for your cover letter should read: “(last name)_(first name)_ Cover Letter”

We know applying to a job takes time and thank all candidates for their interest. Only short-listed candidates will be contacted for an interview.