



OPTIONS BYTOWN

380 Cumberland Street • Ottawa, ON • K1N 9P3

Title: Manager of Communications and Fund Development

Hours per week: 20 hours

Closing date: March 17, 2021

Are you a creative, dynamic individual looking to make a difference? Join our team to help share the story of Options Bytown Non-Profit Housing and advocate for stable, permanent housing for all. We are looking for a well-rounded communications professional who is equally comfortable working in digital and print mediums. Whether it's developing building signage, managing social media, or drafting a compelling fundraising e-mail, you will make sure the Options Bytown mission shines in all that we do.

You will hold responsibility for the organization's internal communications, external communications, and a modest annual fundraising goal. As the Manager of Communications and Fund Development you will work closely with other members of the management team and Options Bytown's Fundraising Committee to ensure our communications materials are engaging, consistently branded, and donor-centric.

Along with the responsibilities listed above, the following is just a brief overview of some of the major tasks associated with this role:

- Develop and keep current all marketing materials (e.g. brochures, postcards)
- Create and distribute the Options Bytown Newsletter, including writing and acquiring content
- Maintain all social media accounts for the organisation including Facebook and Twitter
- Maintain website content including posting events, newsletters, and ensuring content is up-to-date including program specifics and contact details
- Maintain consistency of branding standards across all organizational communications
- Write and design fundraising appeals
- Ensure integration of fundraising goals into organizational communications strategy
- Maintain up-to-date database of all donors including recording and tracking all donor information
- Prepare and submit grant proposals as deemed necessary by the Executive Director and Management team
- Oversee annual fundraiser and all third-party fundraising events for Options Bytown, including seeking sponsorships and prize donations

We all deserve a home. Nous méritons tous un chez-soi.



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Who you are:

- Someone who has Post-secondary education in communications, fund development, non-profit relations, or equivalent
- Someone who has experience working in or supporting an organization with communications activities
- Someone who is proficient in Microsoft Office, Adobe Creative Suite software, and has experience with MailChimp or similar mass email system
- Someone who has rock solid interpersonal and communication skills!
- Someone who has knowledge of the CRA fundraising regulations

Nice to have:

- Experience in implementing annual and major gift fundraising techniques
- Experience working with website content management systems including Wordpress
- Experience working with a variety of social media for the promotion of a non-profit
- Bilingualism

Options Bytown is committed to diversity in the workplace and workplace wellbeing. As such, applications from individuals from diverse backgrounds; First Nations, Inuit, and Métis; and those with lived experience of homelessness, mental health problems or illnesses are welcomed and encouraged. We welcome applicants from all gender identities and we respect the use of preferred pronouns.

Options Bytown welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Accessible formats and communication supports are available for applicants on request by contacting our Human Resource Officer at emccarney@optionsbytown.com

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