



OTTAWA SALUS CORPORATION **INTERNAL/ EXTERNAL JOB POSTING**

Job Title:	Philanthropy & Communications Coordinator
Number of position(s):	One (1)
Job Type:	Permanent Full Time Unionized (35 Hours/Week: Monday to Friday)
Language:	Full proficiency in English required. Bilingualism (English & French) considered a strong asset.
Date of Posting:	November 10, 2022
Date of Closing	Internal: November 17, 2022
	External: November 24, 2022
Start date:	January 2023
Reports to:	Senior Manager of Philanthropy

About Ottawa Salus

Salus has been an unwavering champion for people living with mental illness for more than 45 years. We provide a first step in the recovery process — a stable home environment — including a transitional rehabilitation program, shared homes and independent living. We also provide mental health programs and services that are customized to meet each of our clients' unique needs on their journey to well-being and independence.

Purpose

Salus is looking for a full time Philanthropy & Communications Coordinator to join our team in an exciting time of organizational growth and development.

Under the supervision of the Senior Manager of Philanthropy, the Philanthropy and Communications Coordinator's primary responsibilities include donor engagement, cultivation, stewardship, recognition and prospect research.

The Philanthropy & Communications Coordinator is also responsible for overall brand management including social media marketing and website maintenance. They play a hands-on role in designing, executing and optimizing digital fundraising and marketing campaigns, working to ensure a high-performing program across email, website donation pages, paid ads, search, etc., for all online giving opportunities.

Responsibilities

Areas of responsibility of this position include, but are not limited to the following:

- Write clear, compelling copy for various mediums and publications such as direct mail, funding and sponsorship proposals, impact reports, annual reports, press releases, social media, and e-newsletters.
- Work with programs to identify, interview and write compelling stories that highlight our achievements, and showcase the impact of our work and donor/community support.
- Continuously conduct prospect research for individuals, foundations, corporations, service clubs and other community groups.
- Assist in maintaining the donor database and facilitate prompt acknowledgement of donations.
- Provide reports for donor stewardship activities, including producing thank you letters and making thank you calls.

- Lead the research, development, submission and tracking of grant proposals.
- Manage all digital campaigns (set up, scheduling, setting key performance indicators, writing copy, securing visuals and monitoring).
- Optimize and improve email lists, opt-ins, open and click rates; conduct regular data review to ensure supporter email hygiene.
- Develop and implement the social media strategy and manage social media communication.
- Keep up to date with the latest social media and digital fundraising trends and best practices.
- In collaboration with the Senior Manager of Philanthropy, help coordinate and execute donor cultivation, stewardship and recognition activities of individual donors, foundations, and community groups.
- Support Senior Manager of Philanthropy, Philanthropy Committee in coordinating and executing event logistics (signature event and third party), creating work back schedules, liaising with vendors and suppliers, and providing ongoing progress reports.
- Perform administrative tasks as required, including but not limited to cross-functional projects and initiatives.

Knowledge and experience

- A solid understanding and commitment to continuous improvement related to the donor communication experience, including donor thank you calls, emails, surveys, newsletters, stewardship reports, donor recognition, etc.
- Experience and proficiency using Donor Perfect or another fundraising database. Experience selecting and pulling data for mailings and reports would be considered a strong asset.
- Experience with web design. Proficiency using WordPress would be considered a strong asset.
- Experience and proficiency using Microsoft Office, Constant Contact, Canva, InDesign, Hootsuite/Buffer.
- Excellent understanding of social media platforms (Facebook, Instagram and LinkedIn).
- Preference will be given to candidates who:
 - Possess experience in the non-profit/healthcare/mental health sector;
 - Have demonstrated success in communications and digital marketing;
 - Have experience with non-profit event planning, including virtual events.

Skills

- Relationship building with multiple audiences (internal and external) and a genuine and authentic connection with people.
- Superior writing and editing skills, including the ability to write persuasively.
- Exceptional storytelling ability to inspire internal audiences, stakeholders and donors.
- Strong interpersonal and communications skills, including listening skills and a high level of respect working with colleagues, donors and suppliers.
- Strong organizational and time management skills, as well as the ability to work autonomously and efficiently on multiple projects with competing deadlines.
- Strong attention to detail and ability to multi-task.
- Effective grant writing and researching skills.
- Solid knowledge of SEO, keyword research and Google Analytics.

Suitability

- You are passionate about helping people living with mental illness and substance use health challenges to reclaim their life of health, happiness and hope.
- You are creative and have a strong desire to help Salus grow its philanthropy and communications programs, with an understanding of the importance of a donor-centric approach for success.
- You have a high level of flexibility, judgment, resourcefulness, initiative and ability to problem-solve.
- You are passionate and bring energy to the team and organizational culture.
- You are curious and have a continuous improvement mindset.
- You understand the importance of maintaining donor and client confidentiality at all times.

Qualifications

- Minimum two (2) years' fundraising experience in a non-profit environment or a Fundraising Management Diploma, or equivalent, and three (3) years' relevant experience.
- Minimum one (1) year of demonstrated experience in creating multimedia (social media, digital marketing, content writing) to increase donor engagement, advocacy and event attendance.
- Valid drivers license and access to your own vehicle and insurance for occasional events and meetings with clients at one of our Salus buildings.
- Ability to work flexible hours. Occasional evening/weekend work required.

Language requirement

Exceptional oral and written proficiency in English is required. Bilingualism (English/French) is an asset.

Pre-hiring requirements

- Academic certificate(s).
- Criminal reference check (Vulnerable Sector Screening).
- Valid driver's license/ vehicle.
- Eligible to work in Canada.
- Proof that the successful candidate has received both doses of a Health Canada approved COVID 19 vaccines at least 14 days before the first day of work, subject always to Ottawa Salus' duty to accommodate under the Ontario Human Rights Code.

Salary range

As per the Collective Agreement (\$33.76 to \$38.60 per hour).

Why work at Ottawa Salus?

Salus has a proven record of successfully supporting clients with serious and persistent mental health and substance use health issues to live their best possible life. Regardless of their role in the organization, our staff are passionate about their work and supporting clients on their journey to recovery. They know they have an impact on their client's lives and consistently report that working here is a fulfilling experience. If you are someone that wants to make the world a better place and bring hope to others, you will love working here.

We offer all these and many more including:

- Competitive earnings
- Generous Health benefits and pension plan (HOOPP)
- Compressed workweek
- Paid vacation days
- A friendly team who creates a great work environment

Application instructions

If you wish to apply for this position, please note that a complete application includes all of the following:

- Your resume and cover letter outlining how your experience and skills will help you be successful in this role.
- Multimedia samples that showcase your ability to succeed in this position. The samples should come from your experience (paid or volunteer). Please include links to your content marketing portfolio in your cover letter, or attach a pdf with samples of different social media postings and/or blogs with content you have written. If you also designed the graphics, please include mention.
- Include one example of a past e-newsletter or email you designed (Constant Contact, MailChimp, etc.)

Interested candidates are also encouraged to consult the competencies list below.

The application package should be emailed to **HR@salusottawa.org** with the subject heading **“Philanthropy and Communications Coordinator”** by 4.30 pm on **November 24, 2022** (The deadline for internal candidates is November 17, 2022 as per the Collective Agreement).

While we thank all applicants for their interest, only those selected for an interview will be contacted.

Ottawa Salus is an equal opportunity employer and values diversity in its workforce. Do not hesitate to contact us if you require alternative arrangements to submit your application. Candidates requiring accommodation during the interview process should advise in advance.

Philanthropy and Communications Coordinator

Job Specific Competencies

- 1. Writing Skills (Level 4)** - Communicating ideas and information in writing to ensure that information and messages are understood and have the desired impact.

Conveys complex information

- Writes documents providing information on/explaining specific issues (e.g., briefing notes).
- Transforms technical information for a non-specialist audience, without "talking down" to them.
- Writes creative, promotional material designed to influence people's beliefs or behaviour.

- 2. Creativity and Innovation (Level 3)** - Generating viable, new approaches and solutions.

Identifies new approaches

- Creates new ideas, solutions or approaches to ongoing challenges.
- Uses unconventional areas as sources of inspiration and insight into new options and solutions.
- Solves complex problems by developing new explanations or applications.

- 3. Effective Communication (Level 4)** - Articulate both verbally and in writing across a range of technologies in a manner that builds trust, respect and credibility and that ensures the message is received and understood by the audience. Includes active listening skills (attending, being silent, summarizing, paraphrasing, questioning and empathizing) and congruent non-verbal communication.

Advanced

- Communicates complex issues clearly and credibly with widely varied audiences
- Communicates with others honestly, respectfully and sensitively
- Scans the environment for key information and messages to inform the development of communication strategies to achieve specific objectives.
- Uses varied communication vehicles and opportunities to promote dialogue and develop shared understanding and consensus.
- Coaches and inspires others to participate in the knowledge exchange process.
- Produces high-quality written communications documents that address complex organizational issues in a timely fashion (e.g. Annual reports, proposals).
- Writes strategically, from a broad corporate perspective, clearly and articulately presenting apposition, while demonstrating an understanding of the needs and sensitivities of varied audiences.

- 4. Planning and Organization (Level 3)** - Identify and prioritize tasks, develop and implement plans, evaluate outcomes, and adjust activities in order to achieve objectives.

Intermediate

- Manages a wide range of complex tasks and projects effectively and efficiently, using both formal and informal channels to achieve themes appropriate.
- Identifies the varied resources needed to accomplish projects (e.g., different types of expenditures; different skill mixes, taking into account group members' skills, needs, and, if possible, preferences).
- Produces realistic and achievable work plans, accurately assessing the scope of projects and difficulty of tasks, and establishes priorities for self and others.

- Monitors outcomes, activities and use of resources (e.g., people, supplies, money).
- Develops backup plans to handle potential obstacles and renegotiate commitments or deadlines as circumstances dictate.
- Updates employees and management and/or stakeholders regularly on the status of projects.

5. Attention to Detail (Level 3) - Working in a conscientious, consistent and thorough manner.

Demonstrates concern for thoroughness and accuracy

- Pays close attention to details that are important to others to make sure they are right.
- Identifies multiple sources/approaches of information to ensure that details are addressed.
- Verifies that work has been done according to procedures and standards.
- Reviews own work for accuracy and completeness, spotting inconsistencies or discrepancies that indicate problems with the quality of work.
- Seeks out others to check or review own work.
- Reviews all relevant information or aspects of a situation before taking action or making a decision.

6. Initiative (Level 2) - Dealing with situations and issues proactively and persistently, seizing opportunities that arise.

Addresses current issues

- Identifies and acts on issues and problems in own area of responsibility instead of waiting or hoping the problem will solve itself.
- Tries varied approaches and solutions to resolve a problem.
- Persists when marked difficulties arise.

7. Ethical Conduct and Professionalism (Level 2)

Provide professional services according to the principles of integrity, competence, responsibility, respect and trust as well as Salus organizational values of **Wellness, Embracing Diversity, Quality Improvement, Collaboration and Accountability** to safeguard both self and others. Includes the development of professionalism and ethical behavior in self and others (individuals, groups, organizations, communities).

Basic

- Articulates and practices a model of ethical decision-making to inform practice and provide reasonable alternatives and solutions to ethical dilemmas/issues.
- Participates in and advocates for appropriate supervision from superiors.
- Sets personal and professional boundaries and limits to prevent or mitigate job-related fatigue and burnout.
- Refrains from the exploitation of clients for any personal or professional gain, understanding their vulnerability and susceptibility to dual relationships, and their gratitude for services rendered.
- Graciously declines gifts or similar indications of appreciation from clients, except token gifts were culturally appropriate.
- Consistently acts in an honest, trusting and respectful manner with others at all times, contributing to the integrity associated with ethical conduct.