

DIGITAL COMMUNICATIONS & FUNDRAISING SPECIALIST

Full-Time Position

Hybrid Work Model

About Us

Scleroderma is a rare, progressive and chronic autoimmune connective tissue disorder that causes excess collagen accumulation. The word scleroderma literally means ‘hard skin’ and is derived from the Greek words “sclerosis” meaning hardness and “derma” meaning skin. It is this thickening of the skin that is the most characteristic feature of scleroderma. Less visible, but of major importance, are the vascular lesions that occur in small blood vessels and which may affect major organs.

The Scleroderma Society of Ontario and Scleroderma Canada work closely with patients, caregivers, medical professionals, and volunteers to raise awareness and funds for research, to provide education and to advocate for patient rights. This is a position, offering support to The Scleroderma Society of Ontario and Scleroderma Canada’s national communications efforts; including the organization’s social media accounts, websites, public facing written communications, graphic design, and fundraising efforts. Reporting to and supporting the Manager of Fund Development & Events by assisting with fundraising and educational events, marketing & promotions, donor stewardship and administrative support.

Duties and Responsibilities

Communications & Design

- Develop, execute and maintain the social media strategy for SSO’s Facebook, Instagram and Twitter, LinkedIn accounts and SC’s Instagram account, to optimize online social presence and engagement
- Support the planning and execution of social media content related to all events to maximize donations and participation
- Manage Scleroderma Canada & Scleroderma Society of Ontario websites via WIX platform and provide update as required
- Develop and report on metrics for social media and digital marketing campaign performance
- Design and implement the organization’s marketing plans and promotional materials including creating graphic design collateral for both digital and print distribution for events included but not limited to:
 - June Awareness / Make a Move for Scleroderma
 - Ontario Golf Tournament & Golf Shootout
 - Bi-annual National Conference
 - Advocacy Days
 - Rare Disease Month
 - Education Offerings, Trivia Nights, and more
- Support the planning, content creation, design and distribution of the digital quarterly newsletter and other e-mail campaigns via Constant Contact
- Write clear and compelling copy for external communications pieces, including correspondence to government officials and dignitaries

- Key media liaison for fundraising events, advocacy events and other patient related news
- Take content photo and video during the organization's events and activities

Fundraising & Awareness

- Provide general support to Manager of Fund Development & Events for the strategic planning and execution of the Make a Move for Scleroderma campaign, Golf Tournament, Scleroderma Golf Shootout, Trivia Nights and National Conference
- Actively collaborate with the Scleroderma Community, Provincial Scleroderma Organizations, Board Members and staff to maximize impact and event success
- Responsible for the researching, writing and submitting grant applications to further the aims of Scleroderma Society of Ontario and Scleroderma Canada
- Design and execution of online awareness campaigns (June Awareness, Rare Disease Month, etc.) to maximize impact, engagement and fundraising efforts
- Leverage opportunities to engage stakeholders from government, corporate, health care providers, researchers, patients and advocates to become further engaged in organization and amplify awareness provincially and/or nationally

Administration

- Answer incoming calls and address inquiries– including receiving and processing donations over the phone (while in office)
- Assist with updates and cleanup of Donor Perfect database records as required
- Support donor stewardship and fundraising event mail out efforts
- Prepare meeting minutes and distribute in a timely manner for committee and advocacy meetings
- Other duties as assigned

Qualifications

- 2-3 years of relevant experience in combination with a communications or other related University Degree or College Diploma
- Understanding and knowledge of digital trends and social media strategy
- Proficient with business software, digital marketing software, and social media platforms, including Microsoft Office Suite, Hootsuite, Facebook, Instagram, Twitter, Zoom, etc.
- Strong communication skills (written, verbal, etc.) with the ability to communicate with a variety of audiences
- Skilled in graphic design using Canva
- Previous non-profit experience is preferred
- Event management experience is considered an asset

Job Details

This is a full-time position (37.5 hours per week). This employment opportunity offers an option to be a hybrid position. The office is located at 41 King William St. Suite 203, Hamilton, ON.

Typical Hours - Monday to Friday – 9:00am – 5:00pm



Some evening/weekend work required; the position requires some flexible work hours, including some evenings/weekends, to support signature fundraising events; particularly during June Scleroderma Awareness Month. Lieu time will be provided.

Compensation: Salary Range: \$50,000-\$65,000 with benefits package included.

Interested applicants should send their resume and a short explanation about what interests you about this role to erin@scleroderma.ca.