

## Communications Specialist Gilda's Club Greater Toronto

"There are those who open their hearts to others...who never think twice about giving of themselves. They are the wonderful, warm-hearted people who make all the difference in our lives."  
- Gilda Radner -

**If you can imagine yourself improving the quality of life for people impacted by cancer and their families then Gilda's Club Greater Toronto may be the place for you.**

### Who We Are

Gilda's Club Greater Toronto (GCGT) is a registered charity that is making an important difference for cancer patients, their family and friends in the Greater Toronto Area. It is one of 175 members of the Cancer Support Community (CSC), the largest professionally led non-profit network of cancer support worldwide, which delivers more than \$50 million in free support services to patients and families.

Gilda's Club Greater Toronto has often been referred to as "the missing link in the cancer care system." ~ Patrick J. Gullane, MB,FRCSC,FACS,FRACS (Otolaryngologist, University Health Network).

Gilda's Club is named after legendary comedian Gilda Radner of Saturday Night Live fame, who died of cancer in 1989. While in treatment in the mid-80's, Gilda visited a cancer support community in Los Angeles where she found others going through a similar experience to hers and she drew strength and comfort from that supportive environment. It was Gilda's hope that "such support communities" be available to anyone touched by cancer so no one would have to face cancer alone.

### What We Do

The impact of cancer is not only physical but deeply emotional. Gilda's Club Greater Toronto (Gilda's) is a community of support where people facing the fear and uncertainty of a cancer diagnosis, personally or for a loved one, can find strength in others who share their experience. The supportive and educational programs at Gilda's are an essential component of a complete cancer care plan and a compliment to medical treatment. Those who seek support in this community are embraced as "Members".

Since 2001, Gilda's has improved the quality of life for more than 12,000 Members experiencing cancer-related stress, to restore a sense of control, redefine hope, reduce stress and isolation during and after cancer treatment for improved quality of life. All programs are provided free of charge so there is no financial barrier to accessing support in this community.

Today, with the added worries related to COVID-19 and the need for physical distancing, Gilda's operates virtually, connecting with Members online to deliver programs that include education, physical activity, and support groups from the comfort of their own homes. This

thriving virtual community has become for some, the only connection to emotional support, the only outlet for physical exercise and the only place to meet others who can relate to their feelings of isolation, fear and anxiety.

### Position Overview

Reporting to the Executive Director, the Communications Specialist is an experienced communications expert that will oversee the brand consistency of all outgoing communications. You can produce powerful and compelling communications while coaching others to elevate their communications within the organization. You bring a high level of creativity to your work while being a strong editor.

You excel in a fast paced environment with a variety of projects on the go at once. You are collaborative and enjoy working with others to interpret and communicate programs, projects and campaigns to many audiences. The Communications Specialist will be a skilled communicator and will be able to interface with donors, organizational partners, volunteers and colleagues to uncover unique storytelling opportunities necessary for all facets of the organization. You will maintain a strong and consistent brand the content necessary to complete a myriad of projects. You have experience with creating effective video content for use in social media.

### Responsibilities:

- Lead all outreach and communications efforts across the organization.
- Develop and share fundraising communications with potential donor groups to help increase funding for programs and initiatives at Gilda's Club Greater Toronto.
- Design, build and manage digital and social strategies across platforms including Instagram, Facebook, LinkedIn and emerging platforms.
- Write, edit, and publish content related to social posts, email blasts, website material, etc.
- Ensure branding & message consistency across all platforms and communications including fundraising proposals.
- Create and source photo and video content for use across platforms.
- Write speaking notes for senior leadership and Board Members in preparation for a variety of speaking engagements including donor meetings.

### Qualifications:

- College diploma or university degree in communications, digital communications, marketing, journalism, fundraising or equivalent combination of education and experience.
- Minimum of 5 years of relevant experience as a communications and marketing professional, preferably in a non-profit or health care environment.
- Superior writing, editing and communication skills in English.
- Social media fluency across platforms.
- Ability to collaborate and work well with others in a small team environment.
- Excellent organizational skills and the ability to simultaneously manage multiple projects.

### Technical Skills

- Working knowledge of WordPress is considered an asset.
- Working knowledge of HTML and CSS is an asset.
- Proficiency in data analytics (e.g., Google Analytics, Hootsuite, native social analytics), including the ability to analyze online donor trends.
- Strong proficiency with Microsoft Office software applications including TEAMS, Outlook, Word, PowerPoint, Excel.
- Experience using Adobe Creative Suite.
- Experience using electronic mailing systems such as Mailchimp.
- Experience using Raiser's Edge is an asset.

Commensurate with experience, the successful candidate will receive a competitive compensation package that includes a comprehensive benefits plan.

Gilda's Club Greater Toronto is an equal opportunity employer. Gilda's Club is committed to delivering and improving accessibility in employment for all persons with disabilities. Accommodation is available, upon request, in the application and interview process and in the course of all other methods of selection of employees. Successful candidates for employment will be introduced to and trained in respect of all of our human rights, accommodation and accessibility policies.

### How to apply

Please send your resume, cover letter via email with the subject line reading "Communications Specialist" in confidence to: [info@gildasclubtoronto.org](mailto:info@gildasclubtoronto.org)

Application deadline: Wednesday April 7, 2021.

Only those candidates selected for an interview will be contacted. We thank all applicants for their interest in working at Gilda's Club Greater Toronto.

### Employment Type

- Full-time
- Due to restrictions related to COVID-19, the successful candidate must be able to work at home as mutually determined in advance