



Development and Communications Coordinator

(Parental Leave Coverage – 14 months)

OrKidstra

OrKidstra is a registered charity that supports a social development program through music for children from under-served communities in Ottawa. Now in its 18th season, OrKidstra serves over 700 children and youth who come from over 62 cultural and linguistic backgrounds. OrKidstra's mission is to empower kids and build community through the universal language of music. OrKidstra carries out this mission by providing children from low-income families with free group and individual music lessons and the chance to learn important life skills such as respect, compassion, teamwork and responsibility through playing and singing together. Learn more at orkidstra.ca.

Job description at-a-glance

This position is multi-functional and involves a diverse range of responsibilities to ensure success in development and communications for OrKidstra. This individual must have exceptional written communication skills in English, with French being an asset, and 1-3 years of relevant experience ideally with a charity or non-profit. Music will have played a meaningful role in the successful candidate's life. Lived experience with the communities we serve is highly valued.

Key Responsibilities

Reporting to the Director of Development & Communications (DDC), and collaborating with the OrKidstra team, the Development & Communications Coordinator (Parental Leave Coverage) will help create success for the organization through these key activities.

Fundraising

- Grant management:
 - Proactively monitors and updates a grant calendar.
 - Writes and applies for grants, including grant reports, and assists with grant budgets as needed.
- Coordinates Annual Campaigns (individual giving)
 - Coordinates annual giving campaigns including creating and distributing materials and working with outside vendors.

- Creates and distributes content (e.g., fundraising emails) to drive revenue.
- Prospect Research
 - Researches new grants and prospects and provide briefs on specific prospects.
 - Coordinates outreach to prospects, including list creation, curation, and distribution of outreach letters.
- Database
 - Keeps accurate records to track donor information in the donor database.
 - Pulls reports and effectively utilizes the databases to ensure effective communication.
- Events
 - Collaborates with the team to organize and promote fundraising events.
 - Liaises with third-party fundraisers and other stakeholders as needed.
- Testimonials and Storytelling
 - Gathers and compiles testimonials to create meaningful donor content.
- Donor stewardship
 - Stewards and engages donors and prospects through impact communications (e.g. UPBEAT newsletter), as well as mailed and electronic thank yous.
 - Plays a key role in helping to meet annual revenue generation targets for fundraising.
- Support
 - Supports the Director of Development & Communications in major gift fundraising and other fund development initiatives.
 - Supports senior management and other team members as needed with fundraising.

Communications

- Website
 - Maintains the orkidstra.ca website (WordPress) and makes needed updates and changes.
- Social Media
 - Creates, maintains, and publishes relevant and engaging social media content.
- Content organization
 - Organizes and maintains an up-to-date database of OrKidstra videos and photos.
 - Schedules and executes photoshoots for campaigns.
 - Organizes and maintains a database of up-to-date supporter logos.
- Content Creation
 - Uses platforms (e.g., Canva, Adobe Creative Cloud etc.) to design and create online and print materials (e.g., social media content, email banners etc.)
 - Uses video editing software (e.g., Premiere Pro, DaVinci Resolve etc.) to create engaging videos.

- In collaboration with the DDC, prepares materials such as the Annual Reports, Strategic Plans and other key pieces as needed.
- Collaborates with external partners (e.g., graphic designers, videographers etc.) to create content.
- Attends programming and other events periodically to capture photos/videos/stories.
- Brand Integrity
 - Ensures a high standard and continuity of the “OrKidstra voice” and visual representation across all platforms and in the community (brand integrity).
 - Provides OrKidstra content to supporters as needed (e.g., logos)
- Writing
 - Creates and helps to create content and key messages for OrKidstra materials.
- Media Relations
 - Maintains an up-to-date media contact list.
 - Creates and manages online event listings
- Support
 - Supports the Director of Development & Communications with communications initiatives.
 - Supports senior management as needed with communications.

Additional Duties:

- Maintains a strong connection with and knowledge of OrKidstra's programming.
- Provides technical support as needed.
- Takes on the management of special projects and assists the Board, and other staff, with relevant projects as needed.
- Assists with events and programming as needed; provides occasional in-person support to programming.

Additional duties as required.

Requirements (Education, Experience & Skills)

- A university degree/college diploma or equivalent experience in an applicable field (e.g., business administration, fundraising, communications etc.) is required.
- One to three years' experience in a similar role (e.g., with a non-profit or charity) centering around fundraising and communications is required (experience may include occasional or summer employment).
- Outstanding verbal and written communication skills in English required (French and other languages are an asset). *Candidates may be asked to complete a writing assessment in English.*
- Exceptional collaboration skills, combined with self-motivation, and the ability to be proactive and adaptable in a fast-paced environment required.
- Exceptional attention to detail, time management, and organizational skills required.

- Proficiency with current software/technology, such as word processing, spreadsheet, databases, online calendars, email, online platforms (e.g., Zoom and Dropbox), and internet research required.
- Proficiency with video editing (e.g., Premiere Pro etc.) and graphics creation platforms (e.g., InDesign, Photoshop, Canva etc.) required.
- Able to work independently, as well as effectively in a team setting required.
- Adaptable, flexible, and able to deal with a wide range of needs in a positive manner required.
- A passion for making a difference in the community is essential.
- A musical background, either professionally or as an engaged community participant is essential.

Assets (Education, Experience & Skills)

- Experience in the charitable/not-for-profit sector is a strong asset.
- Experience working with children and youth, and a commitment to community engagement is a strong asset.
- Experience working with people from diverse racial, ethnic, and socio-economic backgrounds is an asset.
- Proficiency in French is a strong asset. Proficiency in other languages (e.g., Mandarin, Arabic) is an asset.
- A valid provincial driver's license and regular access to a vehicle are an asset.

Working Environment

The successful candidate will be based in the National Capital Region and will primarily work from a home-based office (virtually) with in-person meetings, events, assisting with programming at after-school Hubs etc. required as needed including some evenings and weekends. Work is typically carried out Monday to Friday during normal business hours; travel to additional Ottawa-based offsite locations may be required at certain times. OrKidstra's head office is located at 211 Bronson Ave., Ottawa, Ontario.

Equity

OrKidstra is an equal opportunities employer committed to the principles of diversity and inclusion. We joyfully and actively encourage applications from Indigenous Peoples, new Canadians, IBPOC, persons with disabilities, 2SLGBTQ+ individuals, and members of racialized and marginalized groups. We believe our community is stronger when it benefits from the understanding and wisdom of people who have lived experiences with the communities we serve. OrKidstra is a place of belonging.

This role is an opportunity to exercise your passion and align your personal values and purpose with the values and purpose of an organization successfully empowering kids and building community through the universal language of music. OrKidstra is a growing organization and there is the potential for future opportunities.

Applications

OrKidstra offers a generous compensation and benefits program, including health, dental and wellness benefits, flexible workplace, and the opportunity to be part of an amazing team of individuals who truly believe music has the power to build community and change kids' lives.

This position requires a police clearance for the vulnerable sector and reference checks.

In confidence, please send a resume and one-page cover letter to people@orkidstra.ca outlining how your skills, passions and experience make you the ideal candidate. Please include your salary expectations in the range of \$52,000 to \$56,000 per year, commensurate with experience. The deadline for this posting is Sunday, September 15, 2024. Applications for this position will be reviewed on a rolling basis and interviews may begin prior to the deadline: candidates are encouraged to submit early.

Please mention how you heard about this position.

We thank all applicants in advance for submitting their applications. Please note, only those candidates chosen to continue through the selection process will be contacted – no phone calls, please. If you are contacted by OrKidstra regarding a job opportunity, please advise prior to the interview if you require any accommodation.