



MARKETING AND COMMUNICATIONS OFFICER

Position Title:	Marketing and Communications Officer
Position Type:	Permanent, Full Time
Location:	Hybrid Work Model, Home Office and 5657, 15 th Side Road, Milton, ON
Reports To:	Director of Development
Salary Range:	\$55,000 - \$70,000 Annually
Benefits:	Comprehensive Benefit Package (health, dental, vision, travel, long-term disability) Group RSP matching program (3% of earnings) Professional development opportunities

The Opportunity:

As we expand our capacity to care for more children and families, we are entering an exciting period of growth. With a major capital expansion underway, this role plays an important part in how our mission, impact, and future are shared with our community.

We are seeking a Marketing and Communications Officer to lead how our story is told and experienced. As the sole Marketing and Communications staff member, you will develop and execute a comprehensive marketing and communications strategy that builds brand awareness, strengthens community engagement, and supports fundraising and donor growth.

Inspiring storytelling is at the core of this role. Through strong writing skills, you will create compelling campaigns to inspire giving, manage our digital presence across social media, email, and web, and deliver thoughtful communications that connect supporters to our mission.

You will also support the marketing of our Signature Events and public acknowledgement of sponsors, oversee donor communications and promotional materials, and act as the organization's liaison for local media partners. Through collaboration with internal teams and external partners, you will elevate our profile in the Milton community and beyond, contributing to the continued growth and sustainability of our organization.

This position operates under a hybrid work model, with onsite work at The Darling Home for Kids a minimum of two days per week, based on business needs. The role also includes participation in after-hours events and media opportunities.

Who We Are:

The Darling Home for Kids is Ontario's first paediatric hospice and the only organization in the province providing a full continuum of care for families raising a child with complex medical needs. Located on 77 acres along the Niagara Escarpment, we bridge the critical gap between hospital and home through our Residential, Hospice, and Respite services, supporting families as they navigate the realities of caring for a child with significant medical needs.

We are in a period of meaningful growth. In response to the increasing number of children requiring advanced medical care and technology for daily living, we are undertaking a major capital expansion, adding 10,000 square feet to create new spaces and further enhance the level of care we provide. This growth reflects both the trust families place in us and our commitment to evolving alongside community needs.

Joining The Darling Home for Kids means being part of a mission-driven organization where your work has a lasting impact. We envision a world where no child is too complex to receive the love, care, and support they deserve, and we are committed to delivering professional, holistic, and personalized care to children and families every day.

Key Responsibilities:

- Create and execute an annual marketing and communications calendar aligned with fundraising priorities, key campaigns, and organizational milestones.
- Inspired by our children, families, programs and services, write compelling stories and develop communication materials and campaigns that inspire giving with a focus on acquiring new donors, retaining existing supporters, and increasing revenue.
- Show creativity in developing publications, campaigns, videos, and marketing materials to generate revenue, expand our network of supporters and increase awareness of The Darling Home for Kids in the community and with a variety of stakeholders.
- Write and produce content that supports the charity's fundraising and stewardship efforts, including appeals, newsletters, brochures, reports, and other promotional materials, translating the organization's mission into impact and providing a consistent and compelling voice for our charity.
- Create and publish content for all social media channels to drive online engagement.
- Ensure the organization's online presence is accurate, and aligned with brand and fundraising priorities, writing copy and making changes to the website so content remains current.
- Create and execute marketing initiatives to promote our Signature Events, fulfill sponsor recognition obligations, and coordinate media coverage for these events.
- Script writing for presentations, events, and speaking engagements to engage and inspire a variety of audiences and ensure a consistent message aligned with our brand.
- Serve as the organization's media liaison, including outreach, writing press releases and liaising with local media outlets providing coverage.
- Work collaboratively with third-party graphic designers in creating marketing materials, while internally using graphic design software for smaller projects as needed.
- Use high-level analytics to inform marketing and communications efforts, looking at unsubscribe and open rates for e-newsletters, website traffic and social media engagement.

Qualifications:

- University Degree or College Diploma in Marketing, Communications, or a related field;
- 3-5 years of experience in a marketing or communications role; Experience with a charitable or not-for-profit organization an asset;
- Stellar writing skills with the ability to convey a compelling story across mediums and channels;
- Proven marketing abilities, with a specific focus in digital;
- Solid experience with WordPress, Google Analytics, and other digital platforms;
- Analytical skills, with the ability to track and report metrics to guide marketing decisions;
- Proficiency with Microsoft Office;
- Experience working with design software to create marketing material and short content videos for social media an asset;
- Ability to work independently in a fast-paced environment and manage multiple projects and priorities simultaneously;
- Highly organized with keen attention to detail, and ability to prioritize work to meet deadlines;
- Unlimited access to a reliable vehicle and valid Driver's License.

Conditions of Hire:

- Satisfactory Criminal Record Check with vulnerable sector screening.

- Satisfactory pre-employment medical clearance, including proof of being fully vaccinated, having received the recommended dosage(s) of a COVID-19 vaccine, as approved by Health Canada.

To Apply: Email your resume and cover letter to careers@darlinghomeforkids.ca. Please specify in the subject line the position you are applying for and your name (e.g. Marketing and Communications Officer - Jessica Smith).

We thank all applicants for applying and regret that only those selected for an interview will be contacted. No phone calls or visits, please. The Darling Home for Kids is an inclusive organization that values diversity. We are committed to providing a safe and respectful workplace culture and welcome interest from all qualified applicants. As an equal opportunity employer, we will accommodate applicants with disabilities in the recruitment process.

The Darling Home for Kids
Attention: Ryan Campbell
Human Resources Lead
careers@darlinghomeforkids.ca
www.darlinghomeforkids.ca