Ottawa Jewish Community School

Established in 1949 as Hillel Academy

Marketing and Communications Specialist

Part-time | Reports to: Head of School | Ottawa, Ontario

ABOUT OJCS

The Ottawa Jewish Community School (OJCS) is a vibrant, pluralistic Jewish day school serving students from Kindergarten to Grade 8. OJCS combines academic excellence, meaningful Jewish learning, Hebrew and French language education, and individualized attention within a warm, inclusive community.

POSITION OVERVIEW

OJCS seeks a creative, resourceful and collaborative specialist to strengthen the school's visibility and messaging, support student recruitment and fundraising, and tell the OJCS story. Under the strategic direction of the Head of School, this individual will work closely with the Director of Development and Director Admissions to implement coordinated, compelling marketing initiatives and create assets to support both offices.

KEY RESPONSIBILITIES

Marketing and brand development

- Develop and implement a coordinated marketing plan aligned with enrolment and development goals.
- Create clear, consistent messages highlighting academic excellence, student success, Jewish identity, diverse programming, individualized attention and community.

Content and communications

- Create engaging social media, digital and print content for prospective families, donors and the broader community.
- Coordinate photography, school video and short clips, a viewbook, admissions and donor brochures/one-pagers, and reusable digital templates.
- Manage external creative suppliers, timelines, quality and consistency; maintain an editable library of evergreen marketing assets.

Admissions and development support

- Collaborate on recruitment campaigns, school tours, open houses, community outreach and donor-facing communications, each with appropriate calls to action.
- Learn and support core admissions processes through cross-training with the admissions team in preparation for the school's evolving needs.

Planning and evaluation

- Coordinate deliverables and allocated resources; track campaign engagement, admissions enquiries and use of marketing assets to guide improvements.

QUALIFICATIONS AND SKILLS

- Post-secondary education in marketing, communications or a related field, with relevant hands-on experience.
- Excellent writing, editing, storytelling, design awareness and interpersonal communication skills.
- Proficiency in social media, website content management, digital marketing and common design tools.
- Strong initiative, collaboration, organization and project management; able to work independently.
- Experience in education or the nonprofit sector, and familiarity with the Jewish community, are assets.
- Proficiency in English is required; the ability to communicate in French and/or Hebrew is a strong asset.

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POSITION DETAILS

Start Date: Immediate

Salary: $35,000$ - $40,000 plus benefits.

To apply, please submit a résumé and cover letter to Dr. Laura Segall, talent@theojcs.ca, with “Marketing and Communications Specialist” in the subject line.

Only applicants who are being actively considered will be contacted.