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Job Posting Communications Coordinator

Roots Community Services Inc. (RootsCS) is a multi-service charitable organization that provides culturally-relevant programs and services to empower and inspire individuals, primarily from the Black, African and Caribbean (BAC) communities, to make positive changes in their lives and within their communities. Our aim is to assist our clients by providing pathways for them to achieve their full potential and assist them in finding solutions to improve their health, well-being and quality of life, and to heal from the trauma that inhibits their lives.

The Position

We are seeking a Communications Coordinator to work with the High Priority Communities Strategy program which provides culturally-specific community outreach, education and navigational support to individuals and families who face multiple barriers to accessing health and social services in the Region of Peel.

Term of work: Full time contract to March 31, 2023
Hours of work: 35 hours per week
Rate of pay: \$50,000 to \$55,000 annually with benefits
Reports to: Manager, Communications & Stakeholder Engagement

Key Responsibilities:

These include but are not limited to the following:

- Manage the development of creative and effective communications and marketing material for the HPCS team, i.e., content for web, social media, email, newsletters, brochures, etc.
- Develop a communication plan outlining strategies to reach the Black, African and Caribbean (BAC) communities.
- Collaborate with the HPCS team and other stakeholders to develop messaging that resonates with community members.
- Produce culturally-specific materials, campaigns and digital initiatives to encourage community members to take action and with regards to health checks and screenings.
- Create content for RootsCS website, weekly e-communications to staff and memos concerning the High Priority Community Strategy.
- Participate in community initiatives and seek opportunities to join committees applicable to the role and that can support the development and implementation of the High Priority Community Strategy.
- Ensure communications and activities also align with RootsCS' strategy and are consistent with its vision, mission and brand.
- Stay current on relevant COVID-19 public health measures and communications from Peel Public Health, Ontario Health and the Ministry of Health.
- Participate in communications planning with partners and stakeholders.
- Provide input into ongoing service enhancement, program development and evaluation.

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- Stay current on relevant legislation, best practices, current research, policies and procedures
- Continually research best practices, trends and new strategies; take initiative in identifying innovative communications and marketing activities to effectively engage HPCS audiences.
- Other duties as assigned by management.

Qualifications & Requirements:

- A degree in communications, marketing or related discipline
- A solid understanding of effective communications techniques and trends, and understanding of the needs of a variety of target audiences
- Knowledge of and experience working in the charitable/not-for-profit sector
- Solid writing and editing skills
- High level of organizational proficiency; ability to manage diverse projects and shifting priorities within tight timelines
- Experience with community engagement and outreach, including demonstrated ability to liaise with diverse communities
- Excellent interpersonal, presentation and verbal communication skills
- Strong ability to synthesize complex ideas into succinct messages and produce reports and recommendations
- Proficiency with Google Workspace; web content management systems (CMS); presentation software; email management software (Mailchimp); video production software; Adobe Creative Cloud products
- Experience with Google Analytics, performance metrics and analytics tools for social media, website and email campaigns; familiarity with executing paid and organic campaigns across a variety of digital and social media channels
- Understanding of graphic design
- Bilingualism in English and French languages is a strong asset
- Valid driver's license and access to a reliable vehicle
- Clean and recent Vulnerable Sector Check
- Satisfactory references
- Availability to work some evenings and weekends.

Please forward your application with a cover letter addressed to the Manager, Human Resources, by email to careers@rootscs.org with the subject line Communications Coordinator. Please note that we will be reviewing applications as they are submitted until the positions are filled.

We thank all who apply for this position; however, only those candidates selected for an interview will be contacted.