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Job Posting **Content Delivery Specialist** Roots Community Services Inc.

Roots Community Services Inc. (RootsCS) is a multi-service charitable organization that provides culturally-relevant programs and services to inspire residents in the Region of Peel, primarily from the Black and Caribbean communities, to make positive changes in their lives and within their communities.

The Position:

RootsCS is seeking a **Content Delivery Specialist**, who thrives in a dynamic work environment and will bring their exceptional communications skills and creative thinking to our organization. The position requires a combination of strategic thinking and a hands-on approach. A strong understanding of anti-racism, anti-oppression, and inclusive practices is key. Reporting to the Manager of Communications and Stakeholder Engagement, the Content Delivery Specialist is responsible for the development and execution of communications, marketing and public relations strategies to engage members of Black, African and Caribbean (BAC) communities and other Roots Community Services stakeholders.

- **Term of work:** Full time contract to March 31, 2026 renewable based on funding
- **Hours of work:** 35 hours per week
- **Rate of pay:** \$54,600 to \$60,060 annually with benefits

Job Responsibilities:

- Collaborate on the development and execution of communications and marketing strategies and campaigns to raise awareness of Roots Community Services
- Collaborate with program teams and other stakeholders to develop messaging that resonates with various audiences within BAC communities
- Manage the coordination all internal and external communication activities including development of public-facing products, such as flyers, brochures, presentations, newsletters, Search-engine Marketing (SEM), social media, websites, email marketing, and other communications assets as deemed necessary to ensure consistent messaging across all channels
- Strategically leverage Artificial Intelligence (AI) technologies to support marketing and communications projects
- Collaborate on the communications and marketing process: ideating, designing, editing, and promoting digital content and other engaging materials
- Manage media requests regarding Roots Community Services, lead the development of press releases and briefing notes

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- Oversee the day-to-day administration and execution of communications and marketing projects and activities, keeping track of project milestones and timelines
- Lead and/or support online events such as webinars, workshops, focus groups and town halls
- Participate in community initiatives and sit on relevant committees applicable to the role and that can support the development and implementation of marketing and communications initiatives
- Contribute to organizational operational planning to identify, plan and implement communications and marketing initiatives and strategies to support strategic goals
- Adhere to Roots Communications brand and style guidelines to ensure the organization's brand is communicated clearly and consistently across all channels
- Track, measure and interpret performance metrics to assist in reporting and optimization
- Continually research best practices, policies and procedures, trends, new strategies, and emerging AI technologies in communications and marketing
- Other duties as assigned by management

Qualifications & Requirements:

- A degree in Communications, Marketing, English or a related discipline; three years in a communications role or an equivalent combination of education and experience
- A solid understanding of effective communications techniques and trends and an understanding of the needs of a variety of target audiences
- An in-depth understanding of the needs of BAC communities and the inequities and disparities faced
- Project management skills with experience managing concurrent projects
- Knowledge of and sensitivity to the lived experiences and diverse needs, identities and backgrounds of BAC populations
- Knowledge of and experience working in the charitable/not-for-profit sector
- Experience with community engagement and outreach, including demonstrated ability to liaise with diverse communities.
- Excellent writing, editing and proofreading skills
- Detail-oriented approach to creating content, coordinating timelines and project plans; able to lead, track and facilitate the completion of material and projects with multiple contributors
- Strong interpersonal, presentation and verbal communication skills
- Strong ability to synthesize complex ideas into succinct messages and produce reports and recommendations
- Proficiency with Google Workspace, Microsoft 365, web content management systems (CMS), presentation software, Mailchimp, video production software, Adobe Creative Cloud products, Canva
- 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 and experience with 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

Other duties and responsibilities:

- Serve as coordinator for multiple projects simultaneously, working in collaboration with our internal and external partners to ensure project deliverables are met
- Track all projects in the approved project management tool to facilitate accurate reporting
- Build relationships with key internal and external stakeholders to ensure that assets are produced and delivered efficiently and effectively
- Support content distribution and project management workflows, maximizing efficiency, quality and leveraging technology
- Oversee content deliverable workflows, including encoding, hosting, publishing, and distribution across internal and external communication channels
- Design, develop, and maintain comprehensive department documentation for content delivery.

Please forward your application and cover letter addressed to the Manager, Human Resources, by email to careers@rootscs.org, with the subject line **Content Delivery Specialist**. Applications will be accepted on a rolling basis until the position is filled. We thank all who apply for this position; however, only those candidates selected for an interview will be contacted.