



If you are looking to join an organization which offers a meaningful **JOB OPPORTUNITY** then **CAST**

is the place for you!

The Children's Aid Society of (CAST) is proud of their long history of leadership in protecting children and their commitment to the provision of quality service to children and their families. If you are looking to make a difference in the lives of children, we have an opportunity for you.

The following opportunity is available for 1 year and applications are invited:

TITLE/BRANCH:

Resource Parent Recruiter Coordinator
Resources for Children & Youth

LOCATION:

Location: Downsview/Sheppard, Toronto

SALARY RANGE: \$65,431 - \$74,737

PURPOSE:

As a member of the Resources for Children & Youth - Resource and Development Team, the Resource Parent Recruitment Coordinator develops and implements recruitment and marketing plans to connect with potential resource parents and to promote the agency resource parent program. Identifies, cultivates, solicits, and maintains relationships with community groups, educational and religious institutions, associations and other community entities to ensure visibility for the agency's resource parent program. Works collectively with other Child Welfare agencies in collaborative recruitment plans and activities.

MAJOR RESPONSIBILITIES:

1. Implements annual plan through marketing activities which may include networking, community meetings, media outreach, website development, presentations and visibility campaign (ads/classifieds, direct mail, brochures), plan to be reviewed on a monthly basis.
2. Coordinates retention activities and event planning.
3. Coordinates the creation of compelling and high quality marketing materials in accordance with agency guidelines that informs and educates prospective foster parents about the role foster parents have in the lives of youth.
4. Responds promptly to all recruitment enquiries.

5. Tracks all activities and results regarding visits, contacts, community events, presentations, materials distributed and assists in the development of a data management system regarding recruitment/retention data for the purpose of evaluating the effectiveness of recruitment efforts and campaigns.
6. Schedules and facilitates daytime, weekends and evening community presentations.
7. Selects and trains resource parent co-facilitators for community presentations and events.
8. Conducts record checks and reviews for all resource parent applicants and discusses record content with applicants and consults with supervisor as needed.
9. Handles other enquiries' in respect to resource parenting and intake and refers to appropriate resources.
10. Works in a safe manner in accordance with the Society's health and safety policies and procedures and all relevant legislation.
11. Uses sound judgment in consideration of financial resources.
12. Complies with Society's financial policies and procedures.
13. Acts in accordance with and incorporates Society's Code of Ethics, Confidentiality, Anti-Oppression/Anti-Racism, Harassment & Discrimination policies, etc.
14. Performs other duties as may be assigned by Supervisor and/or his/her designate.

QUALIFICATIONS:

Education and Experience

- A post-secondary diploma or degree – Marketing, Public Relations, Human Resources or related area of study
- A minimum of 2 years' experience in a recruitment or marketing role
- Or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job.

Knowledge and Skills

- Demonstrated understanding of outreach and/or recruiting to the community, specifically to socio-economically and culturally diverse groups.
- Demonstrated ability to plan, develop and implement effective recruitment programs.
- A working knowledge of marketing strategy development and implementation with a strong knowledge of Social Media platforms and campaign execution.
- Experience in working with the media in advertising and preparing promotional material and participation in media interviews.
- Above average presentation and interpersonal skills.
- Able to deal in a diplomatic and engaging manner with the public.
- Experience in facilitating public speaking engagements, community events, presentations and training.
- Excellent organizational and prioritization skills.
- Excellent communication skills both verbal and written.
- Ability to work as an effective member of an interdisciplinary team and the foster care community.
- Ability to work flexible hours (including evenings and weekends).
- Ability to work independently.
- Valid Ontario G or G2 Driver's License.

ASSETS:

- Demonstrated understanding and/or experience in Child Welfare as it relates to the benefits of Family Based Care.
- Prior resource parent experience
- Knowledge of agency's frontline functions and the needs of the clients.
- Proficiency in a second language.

THIS POSITION IS WITHIN THE BARGAINING UNIT

Anti-Oppression/Anti-Racism at CAST

CAST is committed to having a workforce that is reflective of the diversity of the City of Toronto and strongly encourages application from all qualified individuals, especially those who can provide different perspectives and contribute to a further diversification of ideas.

Accommodation at CAST

We are committed to a selection process and work environment that is inclusive and barrier free. Accommodation will be provided in accordance with the Ontario Human Rights Code. Applicants need to make any accommodation requests for the interview or selection process known in advance by contacting the Human Resources Department at 416-924-4640 x2300. Human Resources will work together with the hiring committee to arrange reasonable and appropriate accommodation for the selection process which will enable you to be assessed in a fair and equitable manner.

Please apply online at www.torontocas.ca under employment section or applications can be faxed (416-324-2400), or mailed (30 Isabella Street, 5th Floor) to the attention of Human Resources. Only qualified applicants will be acknowledged.

POSTING DEADLINE: JANUARY 22, 2017