

Ontario Association of Children's Aid Societies Job Description

Position Title:	Communications / Community Engagement Specialist
Reports to:	Project Manager, Race Equity Practice Framework (OVOV)
Category/Grade:	Grade 9
Positions Supervised:	none
Department:	Child Welfare Service Excellence
Position Established:	July 2017

Reporting to the Project Manager, One Vision One Voice (Race Equity Practice Framework), the Communications / Community Engagement Specialist is responsible for the development and implementation of a provincial community engagement strategy regarding child welfare service to African Canadian families. The position will also work with the Communications and Public Engagement Department at OACAS to utilize communications strategies as a critical engagement tool and ensure all OACAS messaging is aligned.

Qualifications:

1. Post-secondary education in Communications, or Social Sciences, or related discipline
2. 5 years of experience in child welfare or related social service sector
3. Demonstrated understanding of anti-Black racism, equity, and the issues impacting the African Canadian community within child welfare and the province in general
4. Exceptional and proven writing and verbal communication skills and demonstrated ability to tailor materials to a range of audiences
5. Demonstrated ability to develop and execute effective communications strategies
6. Sound knowledge of communication methods, practices and techniques
7. Proven skills and experience in media relations, digital engagement, popular communications, technical and copy editing, and online publishing

8. Demonstrated familiarity with various social media tools, platforms and engagement strategies
9. Strong organizational and time management skills, and attention to detail
10. Demonstrated commitment and ability to work effectively with diverse populations and the African Canadian community in particular
11. Experience with developing effective and positive partnerships and relationships with key stakeholders
12. Highly developed strategic thinking, political acuity, analytical and critical thinking skills
13. Excellent planning, organizational and negotiations skills, and the ability to foster cooperation and build consensus
14. Excellent analytical and problem solving skills
15. Self motivated, creative and energetic with ability to work well individually and cooperatively with a range of individuals

Duties and Responsibilities:

1. Working in collaboration with the OACAS Communications and Public Relations Department, develop the provincial community engagement and communications strategy for One Vision One Voice
2. Develop key communications about various aspects of the project and implement and maintain strategic communications tactics in support of these strategies including reporting on progress and success
3. Provide strategic communications counsel, using best practices, to support project leadership and administration in proactively identifying and mitigating issues
4. Develop content for a variety of OACAS platforms (such as internal and public websites, social media, annual reports, advertisements, community events, brochures, forms and manuals)
5. Maintain various platforms and ensure that content on platforms is relevant
6. Work with the One Vision One Voice team to plan and deliver provincial symposia/events
7. Lead development of provincial strategy and materials to assist in education and protocol development with community service providers and mandated referrers
8. Act as primary point of contact for media and social media enquiries, and provide analysis and metrics

Working Conditions

May involve some physical and/or psychological risk which could result from unavoidable exposure to dangerous situations or hazardous, disagreeable or uncomfortable working conditions.