



## **If you are looking to join an organization which offers a meaningful *JOB OPPORTUNITY* then CAST is the place for you!**

Do you like variety, working as an important part of a great team and knowing you're making a difference in the lives of children?

Are you a storyteller who can shift from managing events to engaging media and social media influencers to building buzz for the Toronto CAS brand and various initiatives?

Are you a strategic thinking? Do you enjoy creating content for television and radio or writing content for a website then editing a video for that same site? Do you like keeping up with the latest technologies? And do you like having some fun in the process? If so this is the perfect job 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. Working in the heart of the city at Yonge and Bloor with excellent remuneration, benefits and vacation entitlements come join us and work for one of the city's Top Employers and Canada's Best Diversity Employer.

The following **Permanent, Full-Time** position is available and applications are invited:

### **Supervisor, Communications**

**Job Posting:** #19-126

**Salary Range:** \$80,999 to \$99,555

#### **PURPOSE:**

Reporting to the Director of Communications, the Supervisor, Communications provides support in the development and implementation of the Society's communication strategy. Assumes management and direction of the Communication staff in the day to day coordination and implementation of all marketing and branding, communications, and public relations activities.

#### **MAJOR RESPONSIBILITIES:**

**Communications, Public Relations, and Social Marketing**

1. Assists the Director in the creation, implementation, and monitoring of marketing, communication, and public relations programs that will enhance the Society's image and position with the community, including digital communications, social media and special events.
2. Helps to ensure consistent communication of Agency's desired image and position throughout the Agency and to all constituencies, both internal and external.
3. Assists with the direction of the design, production, and distribution of all Agency publications including brochures, Communicate (Agency newspaper), etc.
4. Provides editing, and writing as required for Agency's communications, including press releases, newsletters/newsmagazines, website content, and developing and maintaining social and new media communications.
5. This individual must be a strong relationship builder who can develop partnerships with internal and external stakeholders, journalists and media contacts, with the ability to work effectively with many levels of management.

### **Manages Communications Staff**

6. Manages and directs the communication staff in their day to day work following human resource and collective agreement requirements and other relevant standards, legislation.
7. Provides support and coaching, assigns tasks, reviews work quality, resolves issues and manages performance.
8. Assists in the monitoring and reporting of the annual Communications Department budget.

### **Other**

9. Ensures Society's Code of Ethics, Confidentiality, Anti-Oppression/ Anti-Racism, Harassment & Discrimination policies, etc. are incorporated into self and team.
10. Creates and leads teams that reflect diversity, support differences and encourages different perspectives.
11. Uses sound judgment in consideration of financial resources within branch/departmental budget.
12. Ensures compliance with Society's financial policies and procedures.
13. Works in a safe manner in accordance with the Society's health and safety policies and procedures and all relevant legislation.

### **QUALIFICATIONS:**

#### **Education and Experience**

- Undergraduate degree in a related discipline (e.g. public relations, communication, marketing) from an accredited postsecondary institution, AND
- Minimum three (3) years progressive experience in communication/marketing/public relations required; experience in social services, non-profit, or government environment an asset, AND
- Experience and facility with all traditional and contemporary forms of communication including print and electronic, advertising, e-marketing, as well as keen interest in emerging web-based e-marketing and e-communications strategies.

OR

- An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job.

#### **Knowledge and Skills**

- Demonstrated skill in multi-faceted communication execution and effective implementation across various mediums

- Demonstrated excellent oral communication and presentation skills
- Demonstrated excellent writing skills for print and digital materials
- Demonstrated ability to coordinate effective media relations as part of integrated public-relations campaigns
- Proven organizational and project management skills
- Demonstrated ability to manage competing demands and tight timelines
- Demonstrated ability to remain calm under pressure and during crises
- Exceptional interpersonal skills including demonstrated ability to work as a team member and interact with various disciplines
- Demonstrated management skills including experience developing cooperative teams
- Proven ability to lead with integrity and behave ethically within an anti-oppression environment
- Demonstrated Experience in child welfare related setting an asset

### **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.*

### **APPLY NOW!**

Apply directly on our website at [www.torontocas.ca](http://www.torontocas.ca) under the *Careers* section by **FRIDAY, JULY 5, 2019.**

If you cannot apply on our website, applications can be faxed (416-324-2400), or mailed (30 Isabella Street, 5th Floor) to the attention of Human Resources, **clearly indicating the Job Posting Number: JP#19-126**

We thank all applicants for their interest; however, only qualified applicants will be contacted.