



POSITION TITLE:	COMMUNICATIONS & PUBLIC RELATIONS MANAGER
DEPARTMENT:	ADMINISTRATION
REPORTS TO:	EXECUTIVE DIRECTOR
CLASSIFICATION:	FULL TIME PERMANENT
LOCATION:	PETERBOROUGH (HIAWATHA PERMANENT LOCATION)
POSTING DATE:	SEPTEMBER 21 st , 2020
CLOSING DATE:	OCTOBER 12 th , 2020

Dnaagdawenmag Binnoojiiyag Child & Family Services is a multi-service Indigenous wellbeing agency. We provide a stable foundation for children, youth, and families, through wraparound services that are culturally based, and family focused.

The Communications and Public Relations Manager reports directly to the Executive Director and serves as the lead internal resource/specialist on all communications issues and public relations. The incumbent is responsible for managing media and public relations activities and for promoting positive public understanding and support for the Agency.

RESPONSIBILITIES

- The Communications and Public Relations Manager works in conjunction with the Executive Director and the Board of Directors to provide a strategic direction for the Agency through the development of a comprehensive marketing-communications plan.
- Provides media relations and communications advice, including crisis communication management and key message development to the Executive Director, Board Members and Senior Staff.
- Reviews all external communications relevant to the Agency concerning all service areas of the agency and events potentially affecting the agency.
- Keeps abreast of developing issues, trends and challenges. Develops strategic actions to deal with and respond to challenges in a proactive manner. Makes recommendations to the Executive Director and, as required, to the Board and Committees as to appropriate action.
- Acts as the main point of contact for all media enquiries and directs all appropriate media enquiries to the Executive Director. Provides support to any senior staff members, Board Chair and anyone else appointed by the Executive Director as spokesperson for the Agency.
- Monitors all media (newspapers, radio, TV, etc.) and keeps the appropriate staff informed of events and media coverage of issues related to child welfare, children's



mental health, youth justice, and broad issues affecting Indigenous persons in Canada. Maintains an archive of media related material.

- Works with members of the media to position the organization and enhance public awareness and understanding of the Agency, including generating positive media stories, writing press materials, managing media lists and disseminating timely information to key media contacts.
- Collaborates with the Executive Director, other Senior Staff and the Board of Directors in developing and supporting public relations activities that enhance the fundraising activities and public profile of Dnaagdawenmag Binnoojiiyag Child & Family Services.
- In collaboration with the Executive Director and the Board of Directors, coordinates and organizes all media and communications pertaining to the Agency's Annual General meeting, including production of an Annual Report.
- Plans and coordinates media and public relations activities including presentations to community groups, special events and development of a speaker's bureau consisting of staff, Alternative Care parents, Board Members, Elders/Knowledge Keepers and others who are willing to share their knowledge with others in support of the work of Dnaagdawenmag Binnoojiiyag Child & Family Services.
- Responds to enquiries from the community regarding general Agency and donation information.
- Provides organizational information to the general public and other stakeholders.
- Prepares budget plans and monitors expenditures related to the area of Communications and Public Relations.
- In collaboration with the Executive Director, develops and maintains a corporate sponsorship pool for promotional materials.
- Reviews and updates as required, all Agency promotional materials, including brochures, letterhead, and website.
- Oversees all elements related to Agency signage, including use of Agency logo.
- Serves as a member of the management team, reporting regularly to management and staff on communications and public relations activities.
- Participates in the coordination of staff recognition activities.
- Writes speeches, briefing notes and prepares background material for the Executive Director, Board President, and Senior Leadership when necessary.
- Develops and maintains marketing tools to promote the Agency, including use of the website, public service announcements, direct mail, brochures, newsletters and advertising.
- Develops community partnerships, on and off First Nations that offer positive media and community relations opportunities, e.g. specialized workshops, public education events, trade shows and conferences.
- Promotes a positive relationship between the communities, on and off First Nations and the agency that supports and assists the accomplishment of the agency Vision and Mission.



- Promotes and supports positive, accurate and effective communication among all departments and levels of operation within the agency
- As a member of the internal alternative care recruitment committee, advises committee on media and promotion and helps to design print material.
- Assists with the development and maintenance of an up to date agency website in conjunction with a third party.
- Works with communications representatives from other Children's Aid Societies(CAS) through Ontario Association of Children's Aid Societies and sits on a Provincial Communications working group to develop strategies to inform the general public and other professionals about CASs, our work and the children in our care; works to coordinate and participate in planning of communications and public relations strategy with other communications representatives from the Association of Indigenous Child and Family Well-being Agencies of Ontario (ANCFSAO).
- Contributes to the Agency employee newsletter. Writes, edits and prints an external Agency newsletter.

POSITION REQUIREMENTS

Education and Experience Requirements:

- University degree or diploma from a recognized Post-Secondary Institution, preferably in journalism or communications, in addition to appropriate training in Communications and/or Public Relations.
- Preference for candidates with a minimum of five years' experience in Communications and Public Relations.
- Experience working within Child Welfare and/or Indigenous Child-Wellbeing setting would be considered an asset.

Knowledge Requirements:

- High degree of initiative, able to self-start in the role and operate with a high degree of autonomy.
- Experience working in both a Microsoft and MAC environment, including associated technology.
- General knowledge of the Agency's mandate, service philosophy, policies and procedures, planning and budgeting processes and organizational structures.
- General knowledge of Child Welfare.
- Demonstrated knowledge of colonialism and government policy towards First Nation, Inuit and Métis persons and communities, and its impact on children, families and communities.
- Solid understanding of media relations and events coordination.
- Experience in website utilizations. Past success in obtaining grants through written proposals.
- Knowledge of Indigenous culture and values including awareness of the First Nation, Inuit and Métis Communities we service.



- A solid understanding of and sensitivity to the experiences of First Nations and Indigenous peoples in Canada, and the impact of the legacy of Residential Schools and the Sixties Scoop upon them is essential.

Ability Requirements:

- Proven written and oral communication skills, including public speaking.
- Proven ability to manage communication on the Internet.
- Excellent organizational abilities.
- Ability to manage competing demands and deadlines.
- Ability to remain calm under pressure and during crises.
- Excellent interpersonal skills with a successful track record of establishing and maintaining working relationships at all levels in an organization.
- Demonstrated ability to maintain a high level of confidentiality.
- Advanced skills in computer applications including word processing, spreadsheet, graphics and desktop publishing.
- Proven skills in special event coordination.
- Ability to work in a team as a member or a leader and to encourage cooperation from others.
- The position involves privileged contact with highly sensitive material and information on legal, personnel, labour relations, client and other matters affecting individuals and the agency and, therefore, carries with it the highest obligations regarding confidentiality and discretion.
- Work within an office environment and conduct the work associated with this position.
- Communicate effectively with our children, youth, families, communities and staff.
- Work cooperatively with other staff and management.
- Relate effectively to community members.

Mandatory Requirements:

- Must be willing to work flexible hours including weekends, evenings and holidays as required.
- Provide an acceptable Canadian Police Information Centre Check (CPIC) and Vulnerable Sector Screening (VSS).
- Able to provide a safe vehicle for use on the job, an acceptable Driver's Abstract, evidence of a valid Ontario Driver's License and of Personal Liability & Property Damage insurance coverage for at least \$2,000,000.00.

ACCOUNTABILITIES

The employee is required to have a good working knowledge of all laws, rules, regulations, policies and procedures, as well as the Regional Protocol which impact on the employee's specific responsibilities. We undertake to make decisions, as required,



which are consistent with these and then to act in a manner which provides quality services to children, youth, families and communities.

WORKING CONDITIONS

- You will be provided a working location within your region by the Organization.
- Travel within the catchment area will be required.

SALARY RANGE

- \$ 83,366.03– \$ 99,595.64 depending on qualifications and experience.

TO APPLY

- Please email the following to careers@binnoojiiyag.ca
 - Application for Employment (available at www.binnoojiiyag.ca)
 - Please indicate preferred location in your application
 - Cover letter outlining why you are the most qualified candidate for this role including your experience working directly with First Nations, Inuit and Métis Peoples, Communities and Organizations.
 - Resume (include 3 work related references)
- Incomplete Applications will not be considered.
- Only those selected will be contacted for an interview.
- Persons of First Nations, Inuit and Métis ancestry and member of Dnaagdawenmag Binnoojiiyag First Nations are encouraged to apply, those wishing to self-identify may include this on the application form.