



York Region  
Children's Aid Society  
Société d'aide à l'enfance  
de la région de York

**YORK REGION CHILDREN'S AID SOCIETY**

16915 Leslie Street  
Newmarket, ON L3Y 9A1

**POSTING # 2021-21**

May 13, 2021

Applicants are now invited for the permanent position of:

**COMMUNICATIONS MANAGER**

**PUPOSE OF POSITION:**

The Manager of Communications supports the Agency in developing and implementing communications planning to further the strategic vision, mission, and values of the organization. This position is responsible for managing all communications plan activities and building external relationships with the organization's constituencies, including funders and the media, and also serves as the lead resource specialist on all communications issues and public relations.

Reporting to the Director of Service, the Manager of Communications will work in consultation with the Director of Services, Senior Team, and Chief Executive Officer to set the strategy for all communications, including public relations messages and a variety of organizational initiatives to consistently articulate York Region Children's Aid Society vision, mission and core values.

**MAJOR RESPONSIBILITES:**

- Work in conjunction with Director of Service, Senior Team, and Chief Executive Officer, to develop and implement a multi-year comprehensive communications strategy and plan.
- Embed diversity, equity and inclusion into all aspects of communication planning and actions including methods, modes and messaging to further and reflect the Agency's commitment to diversity, equity and inclusion.
- Support Senior Team and Management Team with identifying and recommending communication opportunities related to operational planning, organizational priorities, initiatives, and emerging issues.
- Recommend and develop strategic actions to respond to communications opportunities in a proactive manner.
- Develop strategic actions to deal with, and to respond to, critical issues and make recommendations to the Director of Service, and/or the Chief Executive Officer and, as appropriate, to the Board of Directors and Committees.
- Oversight of content of the Society's internal, external website, and foster parent portal that engages audience segments and leads to measurable action.
- Develop communications vehicles and mechanisms in place to further Agency priorities (e.g. staff engagement, two-way communication, accessible and engaging online presence) as well as to test the effectiveness of communications activities.
- Oversight of the development, distribution, and maintenance of all print and electronic materials including, but not limited to, newsletters, brochures.

- Manage all media contacts and lead plans and actions to develop positive media profiles to position the organization and enhance public awareness and understanding of the work of the Agency, including generating positive media stories, writing press materials, managing media lists.
- Oversight of strategies and actions such as impactful and creative messaging for engagement of government officials and community stakeholders.
- Lead development and maintenance of the branding of York Region CAS aligned with the strategic directions and priorities of the agency and to portray a positive and progressive image.
- Develop and oversee the agency social media strategy based on the agency's goals and priorities including requirements and opportunities related to diversity, equity and inclusion.
- Work in conjunction with other CASs and OACAS, including participation on a Provincial Communications working group, to contribute to communication strategies related to York Region CAS and/or the broader sector as well as joint projects involving promotion and media.
- Oversee and lead development of a system for reviewing all external communications relevant to both the Agency and child welfare and keeps abreast of developing issues, trends and challenges
- Collaborate with the Children's Aid Foundation of York Region Board of Directors in developing and supporting public relations activities that enhance the fundraising activities of the Foundation and other Society partners
- In collaboration with the DOS, CEO and Board of Directors, ensure support to the Society's Annual General meeting, and production of an Annual Report.
- Lead public relations activities including presentations to community groups, special events and the Agency's Speakers Bureau
- Prepare budget plans and monitor expenditures related to the area of Communications
- Serve as a member of the senior team and management team, reporting regularly to management and staff on communications and public relations activities.
- Supervise, mentor and lead the Agency's Communication staff including the Communications Coordinator.
- Manage shared services with other CASs as applicable and use of third party vendors.
- Other duties as assigned

### **QUALIFICATIONS:**

- Bachelor's degree in Journalism, Public Relations, Communications or Marketing, in addition to relevant training combined with a minimum of five years' work experience related to strategic communications development and implementation, and experience in a leadership and/or supervisory role OR an equivalent combination of education and relevant experience
- General knowledge of the field of Child Welfare
- Strong knowledge and understanding of anti-racism, anti-black racism, anti-indigenous racism, systemic oppression and history and legacy of colonization on racialized and equity-seeking communities and commitment to diversity, equity, and inclusion
- Advanced communications and public speaking skills
- The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels
- Solid understanding of media relations and events coordination
- Demonstrated proficiency in using social media channels and writing compelling content

- Excellent writing, editing and proofreading skills
- Technical knowledge including presentation software and/or other multimedia software including Microsoft office suit.
- High degree of initiative, able to self-start in the role and operate with a high degree of autonomy, and enjoys creating and implementing new initiatives
- Excellent interpersonal skills with a successful track record of establishing and maintaining working relationships at all levels in an organization.
- Ability to excel in a fast-paced environment and ability to anticipate communication needs of the organization.
- Demonstrated creativity, innovative thinking, and enthusiasm.
- Ability to remain calm under pressure and during crises.
- Demonstrated ability to maintain a high level of confidentiality.
- Valid Ontario Driver's license and access to a reliable motor vehicle.
- Must be able to perform job duties in a hybrid working environment.
- Available to work flexible hours.
- Bilingualism in French an asset.

**PAY GRADE:** 11 (\$105,276.96 - \$133,630.19)

**HOURS OF WORK:** 33.75 Hours per week

Candidates that meet the qualifications are welcome to apply and should do so in writing to [human.resources@yorkcas.org](mailto:human.resources@yorkcas.org). Position will remain open until filled. **Please quote job posting #2021-21.**

We appreciate all applications received. All communications will be held in strict and professional confidence. Only those candidates selected for an interview will be contacted. We thank all applicants for their submissions. At the request of the candidate, post interview feedback will be provided verbally at the end of the recruitment process, at a mutually agreeable time.

**Anti-Oppression/Anti-Racism at York Region Children's Aid Society**

YRCAS is committed to having a workforce that is reflective of the diversity of York Region 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 YRCAS**

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 that may require accommodation during the selection process are encouraged to notify the Human Resources Department when contacted for an interview. 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.