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tel: 647.812.8545
fax: 905.455.6162
supportline@rootscs.org
www.rootscs.org

Job Posting **Communications Specialist** Black Health & Social Services Hub

Roots Community Services Inc (RootsCS), LAMP Community Health Centre (LAMP CHC) and the Canadian Mental Health Association Peel Dufferin (CMHA Peel Dufferin) have partnered to design, develop and implement an integrated Black Health and Social Services Hub (BHSS Hub) with and for the Black, African and Caribbean (BAC) communities in Peel Region.

The Hub will provide primary health care, mental health and addictions and social services programs that will holistically address the physical, mental, social and cultural needs of BAC communities, and seek to eliminate disparities and inequities. To achieve our goals, we are recruiting people who are passionate about delivering culturally-relevant, responsive and affirming care that will inspire individuals to improve their wellbeing.

The Position:

RootsCS is seeking a **Communications Specialist**, who thrives in a dynamic work environment and will bring their exceptional communications skills and creative thinking to the Hub. The position requires a combination of strategic thinking and a hands-on approach. A strong understanding of anti-racism, anti-oppression, and inclusive practices is key. Reporting to the Manager of Communications and Stakeholder Engagement, the Communications Specialist is responsible for the development and execution of communications, marketing and public relations strategies to engage members of BAC communities and other Black Health and Social Services Hub stakeholders.

- Term of work: Full time contract to March 31, 2026
- Hours of work: 35 hours per week
- Rate of pay: to \$50,960 to \$64,600 annually with benefits

Job Responsibilities:

- Collaborate on the development and execution of a communications strategy to raise awareness of and increase community engagement with the BHSS Hub
- Collaborate with program teams and other stakeholders to develop messaging that resonates with various audiences within BAC communities and the Region generally
- Provide consultation in all aspects of communications to advance strategic priorities while enhancing relationships with key stakeholders
- Manage the coordination and writing of public-facing products, such as flyers, brochures, presentations, newsletters, Search-engine Marketing (SEM), social media, websites, email marketing, and other communications assets as deemed necessary to ensure consistent messaging across all channels
- Integrate emerging Artificial Intelligence (AI) technologies in communications strategies, such as AI-driven content creation, chatbots for community engagement, and predictive analytics for

targeted marketing

- Collaborate on the communications and marketing process: ideating, designing, editing, and promoting digital content and other engaging materials
- Manage media requests regarding the Hub, lead the development of news releases and briefing notes, and maintain regular media monitoring
- Oversee the day-to-day administration and execution of special communications and marketing projects and activities, keeping track of project milestones and timelines
- Lead and/or support online events such as webinars, focus groups and town halls
- Participate in community initiatives and sit on relevant committees applicable to the role and that can support the development and implementation of marketing and communications initiatives
- Contribute to organizational operational planning to identify, plan and implement communications and marketing initiatives and strategies to support strategic goals
- Adhere to the Hub's brand and style guidelines to ensure the project's brand is communicated clearly and consistently across all channels
- Track, measure and interpret performance metrics to assist in reporting and optimization
- Continually research best practices, policies and procedures, trends, new strategies, and emerging AI technologies in communications
- Other duties as assigned by management

Qualifications & Requirements:

- A degree in communications, marketing, or a related discipline; three years in a communications role or an equivalent combination of education and experience
- A solid understanding of effective communications techniques and trends, including emerging AI technologies, and an understanding of the needs of a variety of target audiences
- An in-depth understanding of the needs of the BAC communities and the inequities and disparities they face
- Knowledge of and sensitivity to the lived experiences and diverse needs, identities and backgrounds of Black, African and Caribbean populations
- Knowledge of and experience working in the charitable/not-for-profit sector.
- Solid writing and editing skills.
- High level of organizational proficiency; ability to manage diverse projects and shifting priorities within tight timelines.
- Experience with community engagement and outreach, including demonstrated ability to liaise with diverse communities.
- Excellent interpersonal, presentation and verbal communication skills
- Strong ability to synthesize complex ideas into succinct messages and produce reports and recommendations
- Proficiency with Google Workspace, Microsoft 365, web content management systems (CMS), presentation software, email management software (Mailchimp), video production software, Adobe Creative Cloud products, Canva
- Experience with Google Analytics, performance metrics and analytics tools for social media, website and email campaigns; familiarity with executing paid and organic campaigns across a variety of digital and social media channels
- Understanding and experience with graphic design
- Bilingualism in English and French languages is a strong asset
- Valid driver's license and access to a reliable vehicle
- Clean and recent Vulnerable Sector Check
- Satisfactory references
- Availability to work some evenings and weekends

Please forward your application and cover letter addressed to the Manager, Human Resources, by email

36 Queen Street E., Lower Level Brampton ON L6V 1A2 Canada

to careers@rootscs.org no later than **August 9, 2024**, with the subject line **Communications Specialist, BHSS Hub**. We thank all who apply for this position; however, only those candidates selected for an interview will be contacted.