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Job Posting Manager, Communications & Stakeholder Engagement Black Social Service Hub

About Roots Community Services

Roots Community Services (RootsCS) is a multi-service charitable organization that provides culturally relevant programs and services to inspire individuals, primarily from the Black, African and Caribbean (BAC) communities, to make positive changes in their lives and within their communities.

About the Black Health and Social Services Hub

RootsCS is partnering with LAMP Community Health Centre (LAMP CHC) and the Canadian Mental Health Association Peel Dufferin (CMHA Peel Dufferin) to design, develop and implement an integrated health and social services hub with and for the Black, African and Caribbean (BAC) communities in Peel Region. The Black Health and Social Services Hub (BHSS Hub) will provide primary health, mental health, addiction and social services programs that will holistically address BAC communities' physical, mental, social and cultural needs, and seek to eliminate disparities and inequities. To achieve our goals, we are recruiting people passionate about delivering culturally relevant, responsive and affirming care that will inspire individuals to improve their well-being.

The Position:

The Black Health and Social Services Hub is seeking to employ a Communications & Stakeholder Engagement Manager. This is a key position within our organization, which has seen significant growth over the last two years. In this role you will oversee all internal and external communications for the organization, ensuring its message is consistent and engaging, and the integrity of its brand is upheld.

- **Term of work:** Full time contract to March 31, 2027
- **Hours of work:** 35 hours per week
- **Rate of pay:** \$76,440 - \$81,900 annually with benefits
- **Reports:** Director of Integrated Operations

Job Responsibilities:

These include but are not limited to the following:

1. Strategic Communications & Brand Leadership

- Lead the development and execution of an integrated communications strategy that advances the vision and strengthens the brand presence of the BHSS Hub.

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- Ensure consistent, culturally responsive messaging across all internal and external platforms.
- Provide strategic communications guidance to leadership, staff, and partners to uphold brand integrity and organizational reputation.

2. Digital Communications & Content Management

- Oversee the organization's digital presence, including website, social media, email marketing, and online campaigns.
- Develop high-quality written and visual content for newsletters, reports, promotional materials, and public communications.
- Monitor analytics and performance metrics to optimize reach, engagement, and SEO effectiveness.

3. Stakeholder Engagement & Community Relations

- Build and maintain strong relationships with community partners, funders, public health bodies, and sector stakeholders.
- Represent the BHSS Hub at events and collaborative tables.
- Develop culturally responsive campaigns and materials that reflect the lived experiences of Black, African, and Caribbean communities in Peel Region.

4. Media Relations, Advocacy & Events

- Lead media outreach and public relations initiatives, including proactive media engagement and campaign amplification.
- Support issue-based advocacy aligned with organizational priorities.
- Contribute to planning and execution of community and organizational events, including evaluation of engagement outcomes.

Qualifications & Key Requirements:

1. Education & Professional Experience

- Degree in Communications, Marketing, Public Relations, or related field
- 3–5 years progressive experience in communications, marketing, or stakeholder engagement
- Experience within nonprofit, health, social services, or community-based environments preferred

2. Communications Expertise

- Exceptional writing, editing, and storytelling skills
- Strong understanding of brand management and audience engagement
- Ability to synthesize complex information into clear, compelling messaging

3. Digital & Technical Proficiency

- Experience with CMS platforms, Google Workspace, Mailchimp, and presentation software
- Working knowledge of analytics tools (e.g., Google Analytics, social media insights)

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- Familiarity with Adobe Creative Cloud and digital campaign management

4. Equity & Community Competence

- Strong understanding of anti-Black racism and systemic barriers affecting Black communities
- Experience developing culturally responsive communications
- Knowledge of community resources and service ecosystems within Peel Region

5. Other Requirements

- Valid driver's license and access to a vehicle
- Clear and current Vulnerable Sector Check
- Ability to work flexible hours as required (events, community engagement)
- Satisfactory references

Please forward your application and cover letter addressed to the Manager, People and Culture, by email to careers@rootscs.org, with the subject line Manager, Communications & Stakeholder Engagement– BHSS.

Applications will be accepted on a rolling basis until the position is filled. We thank all who apply for this position; however, only those candidates selected for an interview will be contacted.