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Job Description Community Health Promoter

Roots Community Services Inc. (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. Our aim is to assist our clients by providing pathways for them to achieve their full potential and assist them in finding solutions to improve their health, well-being and quality of life, and to heal from the trauma that inhibits their livelihood.

The Position

The Community Health Promoter is a frontline role advancing equitable, culturally responsive, and Afrocentric approaches to wellness within Black, African, and Caribbean (BAC) communities in the Region of Peel.

The role strengthens health literacy, increases access to preventive care, and reduces barriers to health and social services through outreach, education, caregiver programming, and community engagement. It addresses social determinants of health and works to mitigate anti-Black racism and systemic inequities. The Promoter translates public health information into accessible, culturally relevant education and supports individuals and families in navigating health systems and accessing early intervention.

Working with Health Promotion Coordinators, Care Navigators, and community partners, the role supports the design and delivery of community-driven initiatives grounded in Afrocentric principles, including collective care, cultural identity, and community-led healing.

- **Type of Work:** Contract until March 31, 2027 (renewable based on funding and performance)
- **Reports to:** Manager, Social Services
- **Compensation:** \$50,000 - \$54,600 per annum plus benefits
- **Hours of Work:** 35 hours per week
- **Expected Start Date:** June 9, 2026

Major Duties and Responsibilities:

The Community Health Promoter leads culturally grounded health education initiatives that improve health literacy, strengthen prevention behaviours, and increase engagement with primary care and community health services.

Responsibilities include:

Health Promotion, Education & Prevention

- Designing and delivering community-based health promotion workshops tailored to BAC communities
- Facilitating education sessions on priority health topics including diabetes, hypertension, cardiovascular health, cancer prevention, respiratory illnesses, and mental health
- Promoting preventive health behaviours such as screening, immunization, and routine medical care

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- Translating complex health information into clear, accessible, and culturally relevant messaging
- Integrating storytelling, lived experience, and community knowledge into all health education activities
- Collaborating with Health Promotion Coordinators to ensure accuracy, cultural relevance, and alignment with public health standards
- Identifying emerging health trends and adapting education strategies to meet evolving community needs
- Supporting community members in building confidence to engage with health information and services

Caregiver Support Programming

- Designing and facilitating monthly caregiver support groups that provide peer connection, emotional support, and shared learning
- Developing structured caregiver education series addressing caregiving challenges and skill-building needs
- Facilitating sessions on dementia care, chronic illness support, caregiver burnout, stress management, grief, and self-care
- Creating safe, trauma-informed, culturally affirming spaces for caregiver dialogue and reflection
- Engaging Elders, health professionals, and community facilitators to support programming delivery
- Providing culturally relevant tools and strategies to support caregiver wellbeing and resilience
- Supporting caregivers in navigating health, social, and community support systems
- Continuously evaluating caregiver needs and adapting programming accordingly

Community Engagement & Health System Navigation

- Conducting outreach in community settings including faith groups, cultural organizations, and grassroots spaces
- Building sustained relationships grounded in trust, respect, and cultural humility
- Providing informal navigation support to health and social services
- Supporting individuals facing systemic barriers including racism, poverty, and service inaccessibility
- Responding to community concerns with empathy and culturally responsive engagement
- Strengthening awareness of available services and supporting informed decision-making
- Acting as a bridge between community members and formal health systems

Intergenerational Health & Community Wellness Programming

- Facilitating intergenerational wellness activities that promote dialogue, learning, and cultural exchange
- Supporting programming that strengthens cultural identity and continuity across generations
- Creating opportunities for storytelling, mentorship, and shared lived experience
- Designing activities that connect youth, adults, and Elders in meaningful ways
- Supporting community belonging through inclusive wellness programming

Collaboration, Program Development & Community-Led Design

- Working with Health Promotion Coordinators, Care Navigators, and multidisciplinary teams
- Supporting co-design of community health initiatives and outreach strategies
- Contributing to program planning, implementation, and evaluation
- Integrating community feedback into ongoing program improvements
- Identifying gaps in services and emerging community health needs
- Supporting alignment between community priorities and organizational objectives



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Skills and Qualifications:

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)
- 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

RootsCS is committed to diversity in its workplaces and welcomes applications from all visible minority groups, women, Aboriginal persons, LGBTQ, and persons with disabilities, among other self-identified diverse groups. We also provide accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act ('AODA'). If you require accommodation for a disability during any stage.

This job description indicates the key responsibilities and core functions of the position. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required by the incumbent. The incumbent may be asked to perform other duties as required.

All employees are expected to participate in special assignments as a team-oriented and inclusive organization. These include fundraising, strategic planning, and other related activities that contribute to the continuous development and expansion of Roots Community Services Inc. Employees are expected to contribute to ongoing department growth and improvement via excellent job performance and proactive communication. Each employee and team are integral to RootsCS' mission.



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Please forward your application with a cover letter to careers@rootscs.org, with the subject line, Community Health Promoter

Please note that we will review applications as they are submitted until the position is filled. We thank all applicants for this position; however, we will contact only those candidates selected for an interview.