

## **Supervisor, Communications & Engagement**

**Full-Time Regular Position, 1.0 FTE (37.5 hours/week)**

**Parkdale Queen West Community Health Centre** (the Centre) is a dynamic, community-based health care organization serving mid-west downtown Toronto. Offering a broad range of services, including primary health care, dental care, harm reduction, health promotion, counselling, and community development programming, we are also committed to serving people who face barriers to health care, and we strive to reduce these barriers. We are seeking experienced harm reduction worker who share our passion for making a difference; you see this role as an opportunity to take the next step in your successful career while contributing to a vision of **Inclusive Communities. Responsive Healthcare. Healthier Lives.**

**General Responsibilities:** We are seeking a Supervisor of Communications and Engagement to take on responsibility for the strategy, development, management, and execution of assigned communication efforts (internal and external) for the Centre. As part of the management team, the incumbent will work with all relevant key stakeholders to lead, create, and oversee assigned internal/external engagement initiatives. This is a newly created position that will also act as a resource and provide counsel to Centre management for specific communications/engagement endeavours and advises/implements on a variety of communications initiatives to better enhance positive relations and clarity of message(s).

**Reporting Manager:** Executive Director

### **Specific Responsibilities:** Communications

- Develop, implement, and oversee the implementation of the annual communications and engagement plan and calendar for the Portfolio.
- Assess, evaluate, and advise the ED on communication issues, capacity and needs at the Centre, including analyses of existing communication strategies and recommendations for new initiatives.
- Lead effective communications responses to Centre's needs including branding, digital web, collateral material development and community engagement
- Lead development of crisis communication plans and coordinate relevant training to staff as appropriate
- Ensure consistency of brand, voice and messaging across the Centre's departments and services.
- Work closely with leaders and teams from across the teams to identify, develop and distribute key messages and build function specific content for internal and external audiences
- Creates and updates content (e.g., internal communications, staff newsletters, intranet updates, ED bulletins, etc.)
- Oversee preparation of Annual Report and other strategic communication vehicles
- Create, coordinate, and oversee the design and production of key digital, print, and promotional publications, including development of organizational videos as required
- Manage external partners/vendors to ensure alignment with project expectations
- Ensure confidentiality and discretion while preparing communication plans/strategies
- Manages the Centre's web and social media content, choosing appropriate vehicles, vendors, creating and/or approving content, monitoring and reporting on web statistics and online community engagement, and pursuing new opportunities to actively engage new and existing supporters online and works in coordination with IT and vendors to monitor and manage platform security needs
- Evaluates and reports on usage/response/feedback statistics for digital and social media presence
- Media Relations work including monitoring media coverage, acting as a coordinator for media requests with the ED, creating press releases, assisting with media interview preparation, and creating key message for ED and/or management team
- Assist in the development of management, funder and board reports/proposals as required
- Prepare speeches and other external communications as required and under the direction of the ED

### Engagement

- Develop and implement a deliberate external relations plan encompassing traditional and social media, stakeholder engagement
- Coordinate community engagement and advocacy initiatives as directed by the ED and/or Board of Directors
- Play a leadership role on PQWCHC's Community Liaison (CLC) Advisories and Committee and other community advisory committees
- Develop and distributes external communication print materials (e.g., signage, newsletters, program calendars, flyers, posters, and handouts)
- Oversee the planning and execution of communication and engagement activities that provide value
- Prepare consultation summary reports based on analysis and synthesis of input received from engagement activities

*PQWCHC is committed to the principles of access and equity. PQWCHC is committed to reflecting the diversity of the communities it serves and we encourage applicants who reflect Toronto's Indigenous, LGBTQ2, racial, and cultural diversity. We welcome and encourage applications from all qualified candidates, including people with disabilities. Accommodations are available on request. Parkdale Queen West CHC is in full compliance of the Ontario Human Rights Code and does not discriminate on the ground of records of offenses.*



- Evaluate and track the performance and impact of collaborative communication and engagement activities
- Develop procedures/workflow to manage the timely logging, response, and responses to community feedback

**Qualifications:**

- Post-secondary diploma or degree in communications, public relations, journalism or marketing, or recognized and relevant work experience
- Three (3) to five (5) years of communications work experience, preferably in a non-profit/community environment or
- Ability to communicate complex information clearly, effectively, and efficiently
- Demonstrated excellent research, writing, and editing skills applied to communication vehicles that deliver key messages to general and also targeted audiences.
- Proven creative writing skills; the ability to reconstruct content in multiple formats
- Highly professional and expert presentation skills
- Ability to write articles for newspapers, blogs, journals, or other publications including promotional materials on a quick and immediate basis
- Experience managing websites and social media activity
- Excellent knowledge of computer software including word processing, spreadsheets, and desktop publishing
- Experience with content management applications and fluency in web analytics tools, social media marketing and monitoring platforms Knowledge of website content development/maintenance (HTML, Photoshop, WordPress, Dreamweaver, Flash, Adobe Suites) and social media platforms
- Demonstrated ability to work effectively in an interdisciplinary team environment, as well as the ability to take initiative and work independently
- Demonstrated ability to establish and maintain effective relationships with multiple and varied stakeholders
- Excellent decision-making, problem-solving, conflict management and time management skills
- Top notch organizational skills and demonstrated ability to work under

If you are interested in joining in a creative and dedicated team to, we want to hear from you! Applicants, please send your resume and cover letter **in a single document** (MS Word or PDF format only). Please apply using the form at the bottom of the PQWCHC employment page: <https://pqwchc.org/contact/employment/>

**[Job ID: 2024-052](#)**

**Please also note that the successful candidate will be required to provide a police vulnerable sector check as a condition of employment, however strong consideration is made to the type of offense. Employment is conditional upon having had a full series of COVID-19 vaccinations (2 doses, plus booster within 6-12 months) 14 days before starting employment.**