



Title	Public Relations and Communications Officer
Posting Date	2021/04/28
Expiry Date	2021/05/14
Posting Type	Internal and external
Short Description	<p>Access Alliance Multicultural Health and Community Services is a Community Health Centre that aims to improve health outcomes for the most vulnerable immigrants, refugees, and their communities. We do this by facilitating access to services and addressing systemic inequities. The Centre envisions a future in which diverse individuals, families and communities can achieve health with dignity.</p> <p>The Public Relations & Communications Officer acts as a resource to the Executive Director, Management Team and Board of Directors on all communications (including crisis response), public relations, knowledge exchange initiatives, branding matters and key stakeholder engagement. He/she is responsible for overseeing day-to-day communication activities, quality control and guidance for social media initiatives.</p> <p>A communications professional, the PRC Officer understands the importance of a coordinated and balanced approach to communications and staying abreast of social media trends and developments for the purpose of effective communication, positive public relations and raising awareness about critical issues.</p> <p>The PRC Officer reports to the Corporate Office and will work collaboratively with all managers and designated program staff.</p>
Detailed Description	<p>RESPONSIBILITIES:</p> <p>Corporate Communications</p> <ul style="list-style-type: none"> ▪ Oversee the implementation of an overall communication strategy and coordinating all internal and external communications activities, ensuring they are aligned with AA strategic priorities, fundraising and communications plan; ▪ Responsible for the day-to-day management of the corporate digital and social media presence; ▪ Identify audiences and appropriate media formats for communications; ▪ Work cross-departmentally to ensure that opportunities to tell and share a good story are maximized and leveraged where possible; ▪ Create quality communication content such as communication briefs, direct mails, social posts, op-eds, promotional videos, photographs, and other multimedia content for information and advocacy efforts; ▪ Write press releases and media briefs, researches topical information specific to each media inquiry on behalf of the Executive Director and prepares parties speaking on behalf of AA for media interviews; ▪ Coordinate the content creation and organize the production of a quarterly newsletter; ▪ Support with the production of press releases, as well as the organization of press conferences and other media events; ▪ Analyze the effectiveness of our communications strategy, producing reports as required; ▪ Assist with the creation of key reporting/promotional pieces, such as the annual report, program calendar, published research reports, infographics, etc. ▪ Participates on event committees and workgroups as required. ▪ Support Social Action Coordinator’s communication and public outreach endeavours. <p>Program Promotion</p> <ul style="list-style-type: none"> ▪ Work collaboratively with program managers, Health Promoters and other designated program staff to have special initiatives and program highlights positively represented by proper social media channels as determined by audiences; ▪ Coach program staff on branding and style standards, best practice guidelines on content creation for program outreach and promotion purposes; ▪ Organize and lead the agency-wide social media committee for coordinated promotional campaigns and social actions; ▪ Coordinate the routine updates of the organization’s website (e.g. monthly slider changes) and meet other site maintenance needs; <p>Resource Development</p> <ul style="list-style-type: none"> ▪ Support annual donor and funder recognition initiatives ▪ Assist with fundraising campaigns and the development of fundraising materials

Other duties

- Mentor communications interns, placement students or volunteers
- Ongoing evaluation; compile and analyze usage/response/feedback statistics for digital and social media presence.
- Other duties as assigned

SKILLS AND QUALIFICATIONS:

Minimum Criteria:

- Graduate or undergraduate degree and/or diploma in communications or a combination of relevant education and experience;
- Minimum 3 - 5 years progressive communications experience in content development and social media in the non-profit sectors; preferably in a healthcare setting;
- Exceptional verbal and written communication skills with an ability to deliver a persuasive message;
- Demonstrated savvy with the latest in digital and social media; experience using Twitter, Facebook, Instagram, LinkedIn, YouTube, and other emerging social media tools;
- Excellent ability to manage multiple projects and drive for results;
- Excellent time and priority management skills;
- Analytical with demonstrated creative critical thinking abilities;
- Excellent problem-solving skills;
- Excellent editing skills;
- Excellent interpersonal and conflict resolution skills with colleagues and community members;
- Ability to work flexible hours, including early mornings/evenings and occasional weekends.

Other Skills and Qualifications:

- Experience working with high need, complex, diverse priority groups in a community health setting;
- Experience working with multi-racial, multi-lingual communities and teams;
- Demonstrated proficiency in the use of various software applications; knowledge and experience with Salesforce is an asset.
- Verbal and written fluency in a second language is an asset;
- Demonstrated commitment to anti-racist practice and principles
- Travel throughout the city as required

Salary: range is \$61,475 – 74,148 annually + benefits prorated

Hours: Part-time, permanent – 17.5 hours/week

Duration: Permanent

Start Date: ASAP

Application Method

With “**Public Relations & Communications Officer**” in the subject heading, please send your Resume and cover letter by 5:00 pm., May 14, 2021 (internal/external) to:

by E-mail: jobs@accessalliance.ca

by Regular Mail: **Hiring Committee, Public Relations & Communications Officer**

Access Alliance Multicultural Health and Community Services

340 College Street, Suite 500, Toronto, ON, M5T 3A9

No phone calls please.

Access Alliance is committed to Anti-Oppression principles. We strongly encourage applications from individuals who reflect the broad diversity Toronto and of the communities we work with.

Access Alliance encourages a scent-free environment. Employees, students, volunteers, and visitors are asked to refrain from wearing fragrances and other scented personal care products (i.e. perfumes, lotions, hairspray, etc) while at the Centre.