

## Job Posting – Communications Lead

<b>POSITION TITLE:</b>	<b>Communications Lead</b>
<b>REPORTS TO:</b>	Executive Director
<b>CLASSIFICATION:</b>	Permanent, Full-Time
<b>SALARY RANGE:</b>	\$64,066.77 - \$82,030
<b>LOCATION:</b>	Toronto, Ontario
<b>POSTING DATE:</b>	January 6, 2022
<b>CLOSING DATE:</b>	January 27, 2022 @4:30pm

### POSITION SUMMARY

Reporting to the Executive Director, the Communications Lead, in consultation with the Elders Advisory Committee is responsible for providing expertise and public relations leadership to The Association of Native Child and Family Services Agencies of Ontario (ANCFSAO). The position will support the work of the Association in the development and implementation of a comprehensive communications strategy. The strategic focus will be on the dissemination of key messaging from ANCFSAO's business leads and councils/committees to Member agencies and Indigenous communities.

The Communications Lead will circulate various content to Members through a variety of communication vehicles, both existing and new. Significant emphasis will be placed on creating a Communications Plan to increase the Association's contribution to Indigenous communities.

### PRIMARY RESPONSIBILITIES

The position also entails developing, coordinating, and evaluating in-depth and comprehensive reports, analyses and research from various sources including:

- Lead in the development of a communications strategy and plan.
- Lead internal change management and communication initiatives for Member communications processes.
- Work with ANCFSAO's team to plan, develop and determine distribution strategies for ANCFSAO's key message communications to its Members, Indigenous Leadership, and government officials.
- Develop and coordinate business processes for Member communications.
- Design and implement the ANCFSAO communications plan.
- Make recommendations, based on Member feedback and analytics, to better engage Members through ANCFSAO communication vehicles.
- Assist with the coordination of content and promotion of ANCFSAO webinars, events, and training.
- Develop and maintain a communications calendar to facilitate a strategic approach to dissemination.
- Develop key messages for ANCFSAO projects prior to communication to Members.
- Share appropriate articles, resources, and announcements on ANCFSAO's social media platforms.
- Regularly update ANCFSAO's style guide to ensure it applies to and supports the work of the Association.
- Create original and repurpose existing content for Member-focused messaging.
- Coordinate the dissemination of this content through multiple platforms, including social media, targeted "Members-only" newsletter(s), and ANCFSAO Members' site.
- Edit, format, and distribute Member content created by ANCFSAO staff.
- Manage reporting processes for monthly ED Report and quarterly Provincial and Federal Update.
- Coordinate and track translation requests and manage relationships with translation vendors.

## QUALIFICATIONS

- Three (3) years or more of progressive experience in Communications, with an emphasis on strategic communication, internal and member stakeholder relations, and digital change management.
- Five (5) years direct service experience in Child Welfare (with children, youth, and families).
- Experience working with Indigenous people, organizations, and communities.
- Expert knowledge of communications theories, practices and techniques related to the not-for-profit sector.
- Extensive knowledge of Child Welfare practices and legislation would be an asset.

## TO APPLY

Please email the following items with the subject line, "*Communications Lead*", by **January 27, 2022, at 4:30 pm** to [HRgeneral@ancfsao.ca](mailto:HRgeneral@ancfsao.ca) :

- I. A Cover letter outlining why you are the most qualified candidate for this role, including your experience working directly with First Nations, Inuit and Métis Peoples, Communities and Organizations.
- II. Resume (include 3 work related references).

Incomplete Applications will not be considered. Only those selected will be contacted for an interview.

The position will be working remotely with the anticipation of travel for team and member meetings. Currently, our employees are working remotely and located within the Eastern Time Zone. To work in synergy, it is preferred that our applicants are working within the same Eastern Time Zone to accommodate team and client meetings.

Please note that preference will be given to qualified First Nations and Aboriginal applicants. Please self-identify. We welcome and encourage applications from people with disabilities. Accommodation is available on request from candidates taking part in all aspects of the selection process.

Our Agency is committed to an inclusive and barrier-free environment for all our candidates and employees. Should you at any time have an accessibility need or have any questions regarding the recruitment process and a full job description, please contact [HRgeneral@ancfsao.ca](mailto:HRgeneral@ancfsao.ca).