



Job Description: Communications & Community Engagement Specialist

Reporting Relationships:

The Communications & Community Engagement Specialist reports to the Manager of Operations (& Executive Assistant).

Summary of Role:

The Communications & Community Engagement Specialist will support the development and execution of Contact Brant's communication and community engagement strategies to support the organization's mission. This role is responsible for communication plans including social media coordination, content creation, graphic design support, and website updates. This role is also responsible for community engagement efforts including participation in local events and interacting with key stakeholders including community partners, service participants and families, and potential funders to enhance Contact Brant's presence in the community.

Hours of Work:

The Communications & Community Engagement Specialist manages a 37.5-hour work week, primarily being available for office hours Monday through Friday, 8:30 a.m. to 4:30 p.m., with flexible scheduling as necessary to attend community events and meet the needs of the organization.

Qualifications:

1. Post-secondary education in Communications, Public Relations, Marketing, or similar field or a combination of equivalent education and experience.
2. 1-3 years of experience of related experience in communications, marketing, or a similar role.
3. Proficiency in using a variety of social media, graphic design, and website applications.

Conditions of Employment:

1. Valid Ontario driver's license and current clear driver abstract with a reliable automobile and sufficient insurance for use on company business.
2. Acceptable Criminal Record and Judicial Matters Check maintaining no criminal convictions for which a pardon has not been granted

Competencies:

1. *Judgement and Accountability* - Learn from mistakes; weigh costs, benefits, and risks; analytical and problem-solver; make sound judgments; ensure follow-up and communication.
2. *Organization and Attention to Detail* – Time management; organize and plan ahead; respond to time-sensitive information; prioritize; multi-task; display efficiency.
3. *Integrity and Transparency* - Accurate, precise, and accountable documentation and record-keeping; honesty.
4. *Communication* – Strong communication skills (written, oral, listening and non-verbal); engage in positive, productive, and proactive conversations that support teamwork and efficient operations; collaborative.
5. *Implementation* - Determine appropriate processes to get things done with sufficient attention to detail to ensure a high level of accuracy and timeliness; the highest

professional and confidentiality standards; ability to work independently and participate as a team member; flexibility.

6. *Tech-Savviness* – Knowledgeable, up-to-date and able to problem solve using a variety of software and web applications and technologies including social media platforms.
7. *Role Modeling* - Champion principles and practices of inclusion and equity; lead by example.
8. *Continuously Learning* - Is an active learner, identifying professional goals and personal areas for growth; apply newly acquired knowledge in service delivery.

Responsibilities:

1. Social Media Content Development and Monitoring

- Create social media content to highlight Contact Brant's programs, services, and community initiatives.
- Track and report on social media engagements and identify opportunities for improvements.
- Create, maintain, and update the social media content calendar.
- Draft, review, and schedule social media posts across various platforms.

2. Website Maintenance

- Review website content ensuring accuracy, tone, and brand consistency.
- Update website content as required ensuring compliance with accessibility standards.
- Track and report on website traffic and problem-solve to resolve minor technical issues with the website.

3. Marketing Assets and Brand Management

- Create simple graphics and promotional materials using Canva or similar tools as necessary.
- Draft newsletters, blogs, announcements, and other internal and external communications as needed.
- Collect and maintain a repository of stories, testimonials, and program highlights.
- Order promotional materials to provide as giveaways at community events.
- Create, update, and/or maintain communications processes and procedures as necessary.
- Ensure communications and materials comply with Accessibility for Ontarians with Disabilities Act (AODA) requirements and accessibility standards.

4. Community Engagement

- Identify and participate in various community events to engage with community partners, (potential) service participants and families, and (potential) funders to deepen Contact Brant's connections across the community.
- Foster relationships to identify possible funding opportunities and support the CEO to respond to grant applications.

5. Professional Expectations:

- Demonstrate strong communication skills. Communicate concisely, clearly and in a manner that is appropriate for the listener; use reflective listening skills; and use non-verbal communication that is compatible with the message being conveyed.
- Stay current on emerging trends, leading practices, industry, and professional standards.

- Represent Contact Brant by maintaining professional conduct and behaviour; exhibit stated agency values.
- Adhere to agency Policies and Procedures as well as Service Principles.
- Maintain confidentiality at all times ensuring information is only disclosed with consent and for the intended purposes.
- Develop and foster effective working relationships with service providers and community stakeholders to facilitate effective business and service relationships.
- Promote effective teamwork through daily interactions with co-workers and participation in staff meetings.
- Promote Contact Brant within the community through participation in events and committee membership, as appropriate.
- Maintain up-to-date information and knowledge about services and resources offered by Ministry service providers and the broader community.

The Communications & Community Engagement Specialist is an integral team member within Contact Brant. The preceding job description will evolve with the changing operational requirements of Contact Brant. With this in mind, the position is not limited to the duties outlined above.