

JOB OPPORTUNITY

Human Resources Department

POSITION: MANAGER, PUBLIC RELATIONS AND MARKETING

REGION: Corporate Services

Community Living Toronto, one of the largest agencies of its kind in North America, is a dynamic innovative organization committed to a vision of promoting a welcoming community. As a leader in the field, Community Living Toronto offers supports to over 6,000 individuals within an intellectual disability as well as support to their families, including residential and day support, assistance with employment, community support, early childhood services and respite.

QUALIFICATIONS:

University Degree or College Diploma in Marketing, Public Relations, Communications or related field, with minimum of five years of progressive experience leading public awareness initiatives and socially-minded marketing campaigns. Excellent communication, organizational and analytical skills required. Experience in the non-for-profit sector is an asset. Bilingual in French/English is desirable.

JOB SUMMARY:

Reporting to the Director, Resource Development and Marketing, the Manager, Public Relations and Marketing is responsible for managing the public relations and marketing needs of Community Living Toronto. In collaboration with the Director, Resource Development and Marketing, Leadership Council, various programs/ departments and community partners, the Manager will work to assess marketing needs, public awareness position and grow the positive profile of the Association. This role will directly support various events, fundraising and public awareness initiatives across the Association.

RESPONSIBILITIES:

- Establish annual strategic plans including operating budgets and oversee the activities of the Public Relations and Marketing department.
- Evaluate progress against targets and proactively communicate results to the Director, Resource Development and Marketing, Chief Executive Officer and Board of Directors.
- Analyze relevant reports for existing strategies including budgets, progress reports, financial statements and cost analyses.
- Work with Community Living Toronto's Leadership Council to identify, communicate and incorporate the Community Living Toronto brand and vision into all public facing spaces and documents. Ensure branding conveys Community Living Toronto commitment to person-centred services and inclusion. Highlighting our expertise, breadth and scope of services through marketing, media and public relations activities.
- Organize and execute marketing initiatives in support of the strategic initiatives of the association including, publications and external companies, negotiating media placement, etc.
- Provide leadership, support and training to staff, volunteers and donors in order to ensure the effective, continuous and safe operation of the Association 's public relations and marketing activities.
- Other related task and duties as assigned.

HOURS OF WORK: 37.5 hours per week

SALARY: TBD

TO APPLY:

SEND YOUR COVER LETTER AND RESUME TO:

Careers@cltoronto.ca

PLEASE QUOTE JOB POSTING #E17-210

When required, accommodations for disabilities will be provided, on request.

We thank everyone for their interest in Community Living Toronto; however only applicants with the necessary qualifications, experience and education will be contacted for an interview.