

JOB OPPORTUNITY

Human Resources Department

POSITION: PUBLIC RELATIONS AND MARKETING SPECIALIST

REGION: Corporate

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 Digital Media, Communications, Public Relations and Marketing or related field. Minimum five years' experience writing and managing marketing plans, project management, Web design/writing, social media, photo-editing and desktop publishing required. Excellent oral and written communication and organization skills are essential. Will consider equivalent combination of education and experience.

JOB SUMMARY:

Coordinates and steers the marketing plan for MyDirectPlan and other public relations and marketing needs of Community Living Toronto in accordance with branding guidelines.

RESPONSIBILITIES:

Under the supervision of Director, Resource Development & Marketing will primarily be responsibilities for:

- Maintains and promotes the MyDirectPlan brand and marketing Plan
- Writes, coordinates and consults on the design of all marketing materials including, but not limited to, MyDirectPlan and Shadow Lake
- Coordinates MyDirectPlans Social media presence
- Oversees the plan and relaunch of two major website projects
- Builds relationships with various media outlets across Toronto
- Plays a key role in the communications efforts for various events including communications plans, advertising, printing, media kits, speech writing, etc.
- Supports marketing of various programs and services of Community Living Toronto, specifically related to Fundraising and other revenue generating activities.

HOURS OF WORK: 37.5 hours per week

**TO APPLY:
SEND YOUR COVER LETTER AND RESUME TO:**

Careers@cltoronto.ca

PLEASE QUOTE JOB POSTING #E18-70

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.