



## Events and Communication Specialist

Flemingdon Health Centre (FHC) is a registered charity and an incorporated not-for-profit Community Health Centre (CHC). Based in Toronto, we provide a range of health-related services based on the social determinants of health and community engagement models. We are primarily funded through the Ministry of Health/Toronto Central Local Health Integration Network (TC-LHIN).

The South Asian Diabetes Prevention Program (SADPP) was started by FHC in 2009 with the overall goal of providing local South Asian communities with equitable access to services by offering language-specific and culturally-relevant diabetes prevention and management services. SADPP is funded as part of the Ontario Diabetes Strategy.

We are seeking an **Events and Communication Specialist** to work collaboratively within the SADPP team made up of a Registered Nurse, a Registered Dietitian and a team of volunteers. An ideal candidate in this role is a dynamic and innovative communications expert who has the ability to promote SADPP's strategic priorities. This role will be responsible for implementing participant enrolment strategies to expand SADPP's access to target-population. Your contributions will make a difference!

**Employment terms:** Contract – May 10<sup>th</sup> 2021 to Sept 30<sup>th</sup>. 35 hours/week, with the expectation of working some evenings and weekends.

**Reporting to:** Manager, Population Health and Wellness

**Salary Range:** \$27.45- \$32.65 hourly, (35 hours per week)

**Expected Start date:** May 10th 2021

**Location:** Flemingdon Health Centre, 10 Gateway Blvd. Toronto, ON M3C 3A1 and/or offsite program locations

### **Qualifications, Skills and Proficiencies:**

- Successful completion of a degree or diploma in Communications or Marketing
- 3+ years of experience working in a communications role with expertise in marketing and promoting unique programs
- Experience working with high need, complex, diverse priority groups in a community health setting
- Demonstrated experience or interest in delivering innovative events for the public
- Ability to work collaboratively with capacities to address the social and environmental factors that inhibit health and well-being of South Asians in Toronto
- Proficiency in Microsoft Office, in particular with PowerPoint, Excel and Access
- Previous experience with Customer Relationship Management (CRM) software

- Expertise with social media, digital strategies, including Twitter, Facebook, YouTube, Flickr, Adobe Creative Suite, WordPress, Prezi and other emerging social media tools
- Willingness to work in non-clinical settings (community), work some evenings and weekends, and ability to travel offsite are requirements of the position
- Valid driver's license is required. Access to a vehicle is an asset. Frequent travel on a regular basis would be required to attend community meetings and events. Most travel would be within the Greater Toronto Area. Insert here

### **Responsibilities include:**

#### **Communications**

- Under the supervision of the Program coordinator, leads all community engagement and outreach mobilization efforts for SADPP
- Creating and identifying traditional and online media opportunities that elevate SADPP's distinct profile, program scope and identity in the community landscape

#### **Social Media**

- Plan, Implement and evaluate Instagram, Twitter, Facebook and YouTube content
- Plan and coordinate digital marketing and awareness campaigns
- Ongoing-evaluation; compile and analyze usage/response/feedback statistics for digital and social media presence

#### **Relationship Management**

- Promote, develop and sustain day-to-day relationships with community partners to elevate the SADPP's community profile and uniqueness of program model
- In this role, you will be responsible for developing new community partnerships aligned with program performance goals
- Take ownership of developing, maintaining and expanding relationships with agencies, organizations and community groups that provide services to South Asians in Toronto
- Thrive on managing different stakeholder expectations and create instant credibility with people utilizing strategic talking points and persuasive skills.
- Develop a Customer Relationship work plan and provide regular reports

#### **Enrolment**

- Responsible for meeting monthly performance targets
- Learn about existing program participant enrolment tools and consistently research, identify, evaluate and implement innovative improvements as needed.
- Develop and execute volunteer and peer recruitment plan in concert with FHC's Volunteer and Membership Coordinator

#### **Screening Events**

- You will lead event elements for Screenings and programs in the community that are the result of social media, relationship building and enrolment activities
- Take ownership of all event reporting regarding event registration, attendance and success measures as prescribed by the Program Coordinator
- Perform administrative tasks, maintain accurate records and write monthly reports
- Participate in the development and evaluation of the project
- Booking and arranging interpreters for community events as needed

## **Administration**

- Performs general office duties including ordering and maintaining office supplies, medical supplies, and resource materials for the department.
- Attends networking meetings on behalf of FHC as required.
- Supports data and IT processes within the Health Services team as required.
- Participates in FHC committees as required.
- Other duties, as directed by the Program Coordinator

**Note:** This is a bargaining unit position with UFCW. Terms may be altered as a result of collective bargaining.

**Application Deadline:** 30th April 2021, by 5 pm Eastern time

**Application Process:** Qualified applicants are invited to submit an electronic resume and cover letter in MS Word or PDF format via this link:

<https://www.jobillico.com/en/job-offer/flemingdon-health-centre.cUkdNk/events-and-communication-specialist/6669877>

## **Note:**

1. Kindly use “SADPP- Events & Communication Specialist – Your name” as the subject line of your e-mail.
2. To help with the selection process, when applying for this position, please clearly articulate how the following have been your demonstrable areas of strength and experience
  - a) Communications
  - b) Social Media
  - c) Relationship Management
  - d) Meeting and exceeding targets

We thank all applicants for their interest but regret that only those selected for an interview will receive acknowledgement. Please note that a criminal background check (vulnerable sector) will be conducted for this position. In accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act, 2005, accommodation will be provided in all parts of the hiring process. Applicants need to make their needs known in *advance*.