

For more than a century, Family and Children's Services Niagara, the local Children's Aid Society, has provided vital child welfare, family/community support, counselling, foster care and adoption services to residents in the Niagara Region.

Director of Communications and Community Engagement

Under the general direction of the Chief Executive Officer (CEO)/Executive Director (ED), the Director of Communications and Community Engagement is responsible for the overall development, coordination, implementation and management of Family and Children's Services Niagara's community and government relations; internal and external communications strategies; issue management; event planning; media relations; and marketing and branding strategies. This position plays a pivotal role in engaging with key stakeholders and partners in our region, provincially, and beyond, while also enhancing the public's visibility and recognition of FACS Niagara's many services.

Provides media relations and public affairs advice and direction to the Agency and service providers by advising, coaching and developing media relations policies and directions for the Agency. Builds and maintains an effective working relationship with members of the media, and with local media contacts.

The Director of Communications and Community Engagement provides leadership and direction in creating and sustaining a positive profile of the Agency among internal and external audiences, stakeholders and partners including; provincial government representatives, community partners and agencies, and Niagara's diverse communities.

The Director of Communications and Community Engagement provides communication and leadership in supporting and promoting an inclusive environment. This position embodies our philosophy and values of "We are Caring, We are Respectful, We are Collaborative, We act with Integrity, We are Accountable".

FACS Niagara is committed to having a workforce that is reflective of the diversity of the Niagara Region, and strongly encourages applications from all qualified individuals, especially those who can provide different perspectives and contribute to further diversification of ideas.

Key Duties:

- Plans, develops and implements Strategic Communications plans aligned with FACS Niagara's strategic direction and service plan that address internal and external communications; community and stakeholder relations, and Agency branding and identity; provides overall direction for Agency publications, community education material, internet and intranet site development and implementation and monitoring.
- Provides communications and issues management advice and assistance in times of crisis; acts as a media spokesperson for the agency and/or determines the appropriate spokesperson together with the CEO/ED; develops media relations strategies and messaging.
- Supports the Agency in developing and executing ministry relations and advocacy strategies. This includes the preparation of speaking notes, briefing notes, invites, presentation material, emails etc., and evaluating outcome and results of initiatives to determine opportunities for future improvement.
- Supports the Agency in the development and growth of strong relationships with key decision makers and influencers in and outside the ministry to promote FACS Niagara's position.
- Responsible for the development, implementation and measurement of the integrated marketing communications programs and processes, including strategic marketing, branding, digital communications, publications, media relations, events, and social media.
- Provides communication, direction and counsel to FACS Niagara's CEO/ED, Board Chair, and Senior Management; participates in the overall management of the Agency by advising and providing guidance to building long-term, stable relationships with community partners, agencies, and key stakeholders in the development of key initiatives.
- Provides public relations support to Agency programs and service providers, assisting in the planning and developing of communication strategies to ensure awareness, comprehension and acceptance of Agency activities and initiatives.
- Assesses and monitors the relationships between the Agency and its various stakeholders. Develops and implements programs which enhance public understanding and awareness of the Agency's mandate.
- Monitors and ensures FACS Niagara is represented as a diverse and inclusive organization in all its messages, images and actions.
- Provides leadership and direction to the Agency for special event activities by ensuring communications is handled in a professional manner to all stakeholders and the public.

- Identifies opportunities to improve government relations and advocacy initiatives, monitoring public opinion, industry best practices and emerging trends, and presenting recommendations for management approval.
- Participates on OACAS Communications Committee ensuring agencies are kept aware of Agency initiatives and activities; assist in the development of provincial communications strategies and ensures consistency on communications initiatives, as appropriate.
- Establishes and manages the Communications and Media department including supervising students and volunteers.
- Prepares monitors and evaluates the departmental operating budget, ensuring that expenses are kept within budget; authorizes and approves expenditures and implements corrective action for any variances. Develops annual objectives and work plans for the areas of responsibilities, ensuring targets are met. Develops and manages special project budgets ensuring targets are met.
- Establishes effective administration systems for maintaining, evaluating and reporting on the operations of the department and effectiveness of communications strategies and tools.
- Maintains an awareness of new developments and trends in communications through literature review, contact with peer and other organizations, industry advisory groups, professional associations and attendance at seminars, workshops and educational programs.
- Performs other duties as required

Qualifications:

- Bachelors Degree in Marketing, Journalism, Communications or Public Relations
- Minimum 5 years related experience in public or media relations, communications and fundraising positions with media experience
- Minimum of 2 years' experience in a supervisory role preferred
- Superior knowledge of communications and public relations methods and techniques
- Past experience in crisis or issues management
- Advanced communications and public speaking skills
- Valid G Driver's License and access to a reliable motor vehicle with appropriate liability insurance is required

Knowledge and Skills Required:

- Excellent ability to use MS Office applications (e.g. Word, Excel, etc.)
- Demonstrated critical thinking skills
- Solid knowledge of effective strategic planning, research, policy processes and evaluation techniques
- Superior ability to think analytically with attention to detail in the presence of frequent interruptions
- Solid planning, time-management, multi-tasking and organizational skills
- Strong mentoring, coaching and communication skills to provide instructions and guidance to staff with respect to activities, challenges and questions
- Excellent understanding and commitment to quality service and best practice
- Highly detail-oriented
- Ability to deal with highly sensitive and personal information in a confidential manner, acts with integrity and trustworthiness
- Excellent ability to work with and meet tight timelines
- Superior written, oral communication and interpersonal skills providing constructive, meaningful and timely interaction with all levels of staff
- Ability to communicate in French or another language an asset

Efforts and Working Conditions:

- Work is primarily performed at a desk in a normal office environment
- Requirement to work evening and/or weekend hours based on need
- Long periods of sitting and computer/phone use
- Absorbs and analyzes complex data from various sources of information and reports
- Absorbs and interprets information from multiple participants in meetings on a regular basis
- Required to listen to and reconcile multiple points of view being discussed/presented
- Participates or leads meetings where differing viewpoints are being presented
- Multi-tasks within a fast-paced, high-volume and demanding environment
- Frequent periods of data analysis and proofing of documents required
- Occasional interruptions often dealing with critical issues
- Occasional travel to FACS sites or within the region
- Occasional travel outside the region may be required

Please apply with your cover letter and resume by December 6, 2020 to:

E-mail: humanresources@facsnigara.on.ca

Please include your salary expectations.

*We thank all applicants however only those considered for an interview will be contacted.
Preference will be given to candidates who are bilingual in French and English.*

Family and Children's Services Niagara is an equal opportunity employer committed to inclusive barrier free recruitment and selection processes and work environments. We will accommodate the needs of applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Department to ensure your accessibility needs are accommodated through this process.