

SOCIAL PLANNING TORONTO

INTERNAL/EXTERNAL JOB POSTING

Social Planning Toronto (SPT) is a non-profit community organization committed to independent social planning at the local and city-wide levels. We work to improve the quality of life for all people in Toronto through community capacity building, community education and advocacy, policy research and analysis, and social reporting.

*SPT has a full-time **Communications Officer** position available. This position will be of interest to individuals who have a proven track record working in the area of communications focused on community development and action.*

This position encompasses the development and implementation of the overall communications, public relations and media strategies of SPT.

Responsibilities

- *Develop and implement internal and external communication strategies/policies;*
- *Prepare SPT annual communications plan;*
- *Design, edit and disseminate all SPT publications, print and promotional materials (e.g. reports, newsletters, journals, periodic publications, brochures, written and electronic bulletins, flyers, press releases, etc.);*
- *Manage information on the SPT website (using a popular content management platform) including all content both textual and visual;*
- *Refinement, maintenance and enhancement of SPT database;*
- *Ensure that materials are effectively translated where appropriate;*
- *Develop and maintain media contact list;*
- *Write and develop press releases, articles, speeches, media advisories, media kits, and cultivate media relations;*
- *Support positioning and development of materials and applications relevant to resource development;*
- *Development and implementation strategies for supporting the communications strategy of the non-profit community sector in Toronto;*
- *Supervise placement students and volunteers as appropriate.*

Qualifications

- *A minimum of 3 years of progressive experience in communications or public relations;*
- *Undergraduate education in a discipline appropriate and relevant to communications or journalism or equivalent experience in the field;*
- *Certificate program or equivalent in design, print production, promotional planning;*
- *Strong editorial skills for ensuring clear language accessibility;*
- *Demonstrated experience in working with media;*
- *Good negotiation, and interpersonal skills including the ability to train/teach colleagues and community members;*
- *Creative talents in developing community education resource materials with experience in popular education tools;*
- *Good organizational skills, ability to meet deadlines and work independently, collaboratively, flexibly, creatively and with initiative;*
- *Knowledge and awareness of social justice issues affecting the not-for-profit community sector;*
- *Demonstrated experience and facility with social media for outreach and community development;*

- *Experience in a variety of design programs such as Adobe Illustrator, InDesign, Photoshop;*
- *Knowledge of online CRM databases;*
- *Familiarity with Google Apps, blogging, webinars and social networks is an asset;*
- *Demonstrated knowledge of HTML, CSS and web content management using Wordpress;*
- *Demonstrated experience in the development, design and layout of journals, texts, and pamphlets;*
- *Excellent writing and communications skills, knowledge of a second (or more) language is an asset;*
- *Public relations and/or marketing experience in the not-for profit sector is an asset*

The CSPC-T is committed to employment equity, and welcomes applicants from the full diversity of the community. The successful candidate will become a CUPE 1777 member.

SALARY RANGE: \$42,500 - \$58,250

The deadline for applications is November 22, 2009

Interested applicants are invited to submit a letter of application and resume to: Maria Serrano, Director of Operations, at communicationsjob@socialplanningtoronto.org.

More information about Social Planning Toronto can be found on its website at www.socialplanningtoronto.org