

Job Posting

Job Title:	Communications Manager	Status:	Full-time (35 hours/week)
Department:	Philanthropy and Communications	Union:	Not Included
Salary:	Based on Experience	File #	#22-FC-01
Posting Date:	June 15 th , 2022	Posting Close	June 29 th , 2022

Dixon Hall Neighbourhood Services (DHNS) is a multi-service agency located in the heart of east downtown Toronto committed to realizing the vision of a city where everyone thrives. Since 1929, we have been touching the lives of thousands of our community’s most vulnerable residents by providing a range of programs and services across every stage of life. We create lasting solutions to end poverty, social injustices, and isolation in Toronto. We value respect, diversity, integrity, care, compassion, and accountability.

Reporting to the Director, Philanthropy and Communications, the Manager of Communications is responsible for the development and implementation of the communications, marketing, and public relations strategies for Dixon Hall. In addition to building and developing the agency’s brand, the Manager of Communications will work to promote agency and its programs and services as well as support fundraising efforts through the development of relevant communications materials.

RESPONSIBILITIES

- Work collaboratively with the Director to develop and implement an integrated communications and marketing strategy that grows audience awareness, supports income generation and builds a positive agency brand.
- Lead the creative development, including the writing and production of all print and digital marketing products (brochures, program briefs, annual report, signage, events, etc.).
- Ensures agency’s brand management guidelines are implemented across the agency to maintain visual identity and key messaging.
- Oversees and/or assists with any/all Public Relations and media activities.
- Develops recommends and implements approved communications strategies, both internal and external to ensure uniformity and consistency of all agency communications (e.g., website, blog posts, brochures, etc.).

- Liaise with all departments across the agency to gather stories, review, proofread and copy edit content.
- Ensures that all programs and services are effectively communicated and promoted to relevant groups and the community served.
- Assists in the development of all communication vehicles and strategies to deliver relevant information to Dixon Hall's constituents, donors and potential donors.
- Leads the overall management and maintenance of the agency's website including design and regular content updates.
- Manages online engagement strategy, including the creation of campaign and event related e-blasts, e-Newsletters, manage Google grants and SEO optimization to increase audience engagement.
- Develops social media engagement strategy in collaboration with the Donor Stewardship and Engagement Officer and provides oversight on the implementation and effectiveness of all social media channels.
- When required, and in collaboration with the Director, Philanthropy & Communications, supports the activities of the Fundraising Committee.
- Helps manage and drive events and campaign rollouts, including developing email invitations, managing invitation lists.
- Identifies and researches media outlets, producers, editors, and reporters receptive to Dixon Hall's message.

QUALIFICATIONS

- University or College graduate in Communications, Public Relations, Journalism, or Marketing or related disciplines from a recognized educational institution.
- 3-5 years' communications and marketing experience (non-profit sector experience desirable).
- Proven experience and success designing and effectively executing communications and marketing plans, strategies and campaigns, media relations, developing content for various audiences, and using digital engagement best practices.
- Experience in managing social media platforms, including content creation, and analyzing media engagement.
- Possess outstanding written and verbal communications, presentation as well as copywriting skills.
- Excellent written and verbal English language skills; fluency in additional languages reflective of the communities in which the Agency operates will be considered an asset.
- Must possess thorough knowledge of communications and marketing practices and remain up to date on emerging trends in print, online and digital media.
- Excellent organizational and project management skills.
- Knowledge and successful experience supporting fundraising initiatives and

organizational events.

- Demonstrated experience using a variety of communications tools and platforms, including website and email deployment and integration.
- Familiarity or experience working with CRM software desirable.
- Available to occasionally work a variable schedule including some evenings and weekends.
- Qualified to work in Canada legally for the employer.
- Able to provide a Vulnerable Sector Screening check with a “Clear” or satisfactory result that meets the operational requirements of the agency.
- **MUST** be fully vaccinated (two (2) doses) against COVID-19 with a vaccine that has been approved for use in Canada.

To apply, please email your resume and cover letter as a single Word or pdf document to hr@dixonhall.org by **June 29th, 2022 at 4:30pm** quoting File **#22-FC-01** in the email “Subject” line.

Dixon Hall Neighbourhood Services is committed to developing an inclusive selection process and work environment. If contacted for an interview, please advise the hiring manager if you require any accommodation during the interview process. The hiring process is governed by Dixon Hall Neighbourhood Services Race Relations and Employment Equity Policies.