1. BASIC FUNCTIONS

The Canadian Observatory on Homelessness (COH), centered at York University, is a non-profit, non-partisan research institute that is committed to conducting and mobilizing research so as to contribute to real and sustainable solutions to homelessness.

The Communications Manager will oversee the communications team’s efforts to creatively leverage online and traditional communications channels to reach target audiences.

The Communications Manager reports to the Director of Communications and works closely with the Directors of the COH, including the COH staff, the COH Council, project teams, regional and national partner organizations, as well as people with lived experience of homelessness.

2. MAJOR DUTIES

A. PROJECT MANAGEMENT

1. Supervises the operation/content development and management of the Homeless Hub website and other websites associated with the COH.
2. Executes program goals through strategic decision-making in consultation with the Director.
3. Develops and maintains effective consultative and collaborative relationships and partnerships with internal and external stakeholders.
4. Attends meetings, conferences, presentations, etc. as instructed by the Director.

B. MEDIA AND COMMUNICATIONS STRATEGY

1. Continue to develop the COH’s communications strategy.
2. Oversee coordination of social media campaigns and promotional activities, working collaboratively with COH staff and partners to disseminate research.
3. Develop and execute proactive plans to generate coverage in traditional media and respond to incoming media requests.
4. Apply new, innovative ideas and creative ways to tell stories through content.
5. Remain apprised of, and open to, the latest communications technology trends.

C. KNOWLEDGE MOBILIZATION, DESIGN AND THE HOMELESS HUB

1. Prepare content in multiple forms to enhance knowledge mobilization, including newsletters, reports, blog posts, executive summaries, media relations documents, etc.
2. Work with COH’s graphic designer to prepare communication materials in accordance with the COH’s visual identity, brand and official language standards and requirements
3. Support the operation and content development of the Homeless Hub website, the Community Workspace on Homelessness and other websites associated with the COH.
4. Manage Homeless Hub content in accordance with its web style guide and the Accessibility for Ontarians with Disabilities Act (AODA).
5. Use Google Analytics and other measurement tools to provide reports on metrics and continually find ways to improve on those metrics through testing and new initiatives.
D. WRITING
1. Write engaging content and coordinate the communications team’s activities in support of knowledge mobilization (e.g., social media, press releases, blog posts, etc.) for a range of key audiences
2. Edit and proofread content.

E. COMMUNICATIONS AND PUBLIC LIAISON
1. Undertake day-to-day supervisory tasks, including coordinating workflow, monitoring progress and reviewing completed work.
2. Establish a positive, healthy and safe work environment in accordance with all appropriate legislation and regulations.
3. Coach and mentor staff as appropriate to improve performance.

Potential staff under the Communications Manager’s direction:
- Communications Officers
- Graphic Designers
- Work study and undergraduate students
- Graduate Assistants

F. KNOWLEDGE MOBILIZATION
1. Carry out other responsibilities as assigned by and agreed with the Directors of the COH.

3. QUALIFICATIONS

A. EDUCATIONAL AND EXPERIENCE REQUIREMENTS
- Bachelor’s degree in communications or marketing and/or minimum 5 years relevant experience with 3 years in management role.
- Proficient in oral and written communication in English. French is considered an asset.
- Candidate should also be familiar with and/or have a genuine interest in homelessness and social justice issues.

B. SKILLS AND COMPETENCIES
- Strong writing skills for diverse audiences, including the ability to clearly articulate and explain technical ideas and concepts in non-technical terms
- Ability to target research outputs to particular audiences.
- Ability to develop simple, easy-to-understand, user friendly content.
- Proficiency in Adobe Creative Suite, especially Indesign, Photoshop and Illustrator, and MS Office is essential
- Basic understand of HTML, CSS, Drupal and Wordpress with a strong understanding of UI/UX principles is required
- Excellent online communications skills and experience with social media platforms, mobile devices and multiple communications channels.
- Strong project management skills and ability to meet project deadlines with minimal supervision.
- Knowledge of communications and knowledge mobilization best practices.

The Lead Researcher should demonstrate competence in the following areas:
- Adaptability: Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- Behave Ethically: Understand ethical behaviour and business practices, and ensure that own behaviour and the behaviour of others is consistent with these standards and aligns with the values of the COH.
- Build Relationships: Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the COH.
- Communicate Effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- Focus on Stakeholder Needs: Anticipate, understand, and respond to the needs of internal and external stakeholders to meet or exceed their expectations within the organizational parameters.
- Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- Organize: Set priorities, monitor progress towards goals, and track details, data, information and activities.
- Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- Think Strategically: Assesses options and actions based on trends and conditions in the environment, and the vision and values of the COH.

4. APPLICATION PROCESS

Your complete application package must include a cover letter, resume, and the names of at least 3 work related references. Please submit applications to thehub@edu.yorku.ca.

Only those selected for an interview will be contacted. Priority consideration is given to Canadian Citizens and permanent residents in Canada. We are committed to Employment Equity and encourage applications from all qualified candidates.