The **Canadian Mental Health Association/Peel Dufferin Branch (CMHA/Peel Dufferin)** is pleased to announce that we are currently recruiting for the position of Communications Officer. This is a **full time permanent position**(37.5 hours per week), reporting to the Director- Mental Health Promotion & Outreach, based in Brampton.

The Communications Officer is responsible for developing effective communications plans and products, annual reports, marketing, branding and creating content for a variety of mediums and delivered through a variety of channels (written, audio, and video).

The Communications Officer represents the Agency in a range of community and business settings to present a information in an engaging, comprehensive, knowledgeable and readily accessible manner to stakeholders, staff and clients.

**Salary Band**: **$60,200 - $67,700**

**CMHA Peel Dufferin offers a competitive overall compensation package which includes:**

**Four weeks paid vacation (accrued), paid personal days per year (accrued), Two Flexible Days annually, HOOPP pension plan, Professional development opportunities within the agency, Excellent benefits including Heath and Dental coverage, Employee Family Assistance Program and access to a wellness fund benefit.**

**Key Responsibilities**

Execute CMHA communications plan and update accordingly.

Plan and execute CMHA annual communications calendar, including CMHA’s social media channels (Facebook, Twitter, Linkedin and Instagram).

Create content for CMHA Peel Dufferin website, weekly e-communications to all staff, annual reports and digital appeals

Develop internal communications and communications plans to support change management and ongoing projects

Support the planning and execution of CMHA’s annual ‘Ride, don’t Hide’ Event.

Research, write, and edit a variety of high-quality stories about CMHA work and systematic issues.

Lead a group of ambassadors for the organization at public information and workplace wellness health fairs, providing information on mental illness, local resources to support mental wellness and programs and services available through Canadian Mental Health Peel Dufferin.

Speak to the media, including radio and T.V. interviews, with prior approval from the Chief Executive Officer.

Participate in community development and seek opportunities to join and/or chair committees applicable to the role.

Develop written and digital material, such as promotional bulletins, pamphlets, and marketing materials.

Facilitate plans for securing corporate sponsorships with the fundraising team.

Manage internal branding for all programs across the agency including all translating services.

Ensure communications and activities support CMHA’s strategy and are consistent with its vision, mission and brand.

Lead the procurement process and oversee vendor activity.

In collaboration with the fundraising officer, oversee and coordinate all volunteers.

Provide daily leadership (informal supervision) to staff and volunteers– coaching, modeling, mentoring, motivating and leading staff, ensuring effective service delivery and follow-through.

Stay current on relevant legislation and best practices, current research, policies and procedures.

Participate in ongoing professional development and mandatory training.

Other Duties as Assigned.

**Skills and Qualifications**

Post-secondary degree/diploma or equivalent.

Three to five years of experience in communications, marketing/branding.

Knowledge of Wordpress.org and online content creation is an asset

Detail orientated and strong analytical skills.

Exceptional writing skills, strong design, and content creation skills.

Ability to develop strategic approaches to identify and develop corporate relationships.

Strong verbal and written communication across multiple mediums.

Demonstrated leadership of volunteers.

Ability to communicate effectively with internal and external stakeholders.

Proficient using Microsoft Office (Word, Excel, PowerPoint, Publisher) an Social Media (Facebook, Twitter, Instagram).

Ability to be resourceful, flexible and successful in a fast-paced working environment.

Strong organizational and analytical skills. Evidence of initiative, adaptability, sound judgement, tact, diplomacy, strong sense of ownership, collaboration, attention to detail and creativity.

Demonstrated leadership in organizational committees, projects and other work groups.

Demonstrated ability to work collaboratively with management and front-line staff.

Ability to manage system ambiguity in a professional manner.

Initiative and ability to work independently.

Ability to work well in a fast paced; constantly shifting and changing healthcare landscape.

Demonstrated experience and strong ability in presenting and developing high quality and professional health education (workshops, seminars, public forums, speaking engagements, media presentations, etc.) to a wide variety of audiences.

Well-developed and demonstrated knowledge of mental health, mental illness, stress management, anti-stigma, workplace wellness, mental health system issues and health promotion principles (Knowledge of concurrent disorder, addictions, and dual diagnosis would be an asset).

Knowledge of or experience in the fundamentals of philanthropy

Valid driver’s license.

Automobile in good repair and insurance coverage as required by agency policy.

Satisfactory police records search and vulnerable sector screening.

Satisfactory references.

**Working Conditions**

Work in an office setting as well as in the community at various public events, which may include inside and outside events in various types of weather and conditions.

Work in partnership with individuals living with serious mental illness, issues of poverty and substance use

Will be required to work some evenings and weekends.

Some lifting may be required for event set up (up to 25 pounds).

**CMHA Peel Dufferin is an Equal Opportunity Employer.**

**CMHA Peel Dufferin will make every effort to accommodate any needs of candidates through the hiring process, under the Human rights Code. Please inform us if you require any accommodation through the hiring process.**