



Child and Family Services of Western Manitoba

strengthening families and protecting children since 1899

Communications & Public Relations Specialist Full-time permanent position

Child and Family Services of Western Manitoba is seeking a full-time permanent Communications and Public Relations Specialist to join our organization. Applicants must have completed a two to four-year post-secondary program in Communications, Public Relations, Journalism or Marketing.

The Communication and Public Relations Specialist (CPRS) will report directly to the Chief Executive Officer and will serve as the lead internal resource specialist on all communications issues and public relations. The successful candidate is responsible for managing media and public relations activities and for promoting positive public understanding and support for the Agency. This may include, but is not limited to: delivering professional presentations and speeches, designing educational material, and acting as the Agency's website and social media specialist. The CPRS will also act as a liaison between the Agency and various local and nationwide organizations, and complete a variety of administrative tasks and documents on behalf of the Agency, including grant applications and coordinating the Agency's Annual General Meeting and Annual Conference planning efforts. An ideal candidate should desire a career in public and staff relations and the prospect of making an impact in the Westman area for generations to come.

Position hours are generally Monday to Friday, 8:30am to 4:30pm, with a 45 minute unpaid lunch break; however, some flexibility is required to attend community events and meetings. This position is subject to a six-month probationary period; upon successful completion of the probationary period, the successful applicant will be eligible to join the Agency's comprehensive benefits and pension plans. This position will be compensated on the TA3 salary scale, which ranges from \$48,020.00 to \$57,363.00 per year.

Qualifications:

- Completed two to four-year post-secondary program in Communications, Public Relations, Journalism, or Marketing. Relevant post-diploma or degree experience is considered a definite asset;
- Excellent written and oral communication skills – applicants must be professionally confident and comfortable delivering communications in a public setting;
- Knowledge of the Westman area and the Agency's mission, values, and family strengthening programs;
- Excellent computer skills, including the use of the Microsoft Office suite, Microsoft Publisher, Microsoft Teams, Zoom, and creative software such as Canva, as well as adequate keyboarding skills (60 wpm);
- Self-motivated and quality-driven, with a strong ability to multi-task, take initiative, and manage multiple unrelated projects at once;
- Knowledge of public relations and/or marketing strategies;
- Ability to use any social media platform and perform basic technology troubleshooting (i.e. Facebook, Twitter, projectors, speakers, teleconferencing equipment and software, website pages, etc.)
- Must be legally entitled to work in Canada and hold a valid Class 5 Manitoba Driver's License;
- Successful completion of a Criminal Record check, Child Abuse Registry check, Prior Contact check and a Driver's Abstract check will be required.

Please express your interest in this position, or in any position which may become open as a result of this competition, by way of *cover letter, resume and three references* by Tuesday, August 3rd, 2021 to:

Candace Kowalchuk, Human Resources Specialist
800 McTavish Avenue Brandon, MB R7A 7L4

Email: hr@cfswestern.mb.ca Website: www.cfswestern.mb.ca



We thank all applicants for their interest. Only those individuals selected for an interview will be contacted.



Job Description

General Information

Job Title: Communications and Public Relations Specialist *Salary Scale:* TA3
\$48,020 to \$57,363

Position Summary: The Communication and Public Relations Specialist (CPRS) reports directly to the Chief Executive Officer (CEO) and serves as the lead internal resource specialist on all communications issues and public relations. The incumbent is responsible for managing media and public relations activities and for promoting positive public understanding and support for the Agency. The CPRS also acts as a liaison between the Agency and various local and nationwide organizations, and completes a variety of administrative tasks and documents on behalf of the Agency, including grant applications from the pre-application research stage to reporting after funding has been received.

Relationships

Responsible to: Chief Executive Officer; CEO's designate (Director of Programs)

Internal Relationships: All staff, Agency Board of Directors, Foundation Board of Directors

External Relationships: Media outlet contacts; Community members, organizations and funders; Grant application organizations

Essential Responsibilities

Child and Family Services of Western Manitoba's *Communications and Public Relations Specialist* is responsible for the following areas and duties. Please note that this job description contains the elements necessary for the identification and evaluation of the job; however, it is not an exhaustive list of the duties to be performed.

A. Media and Public Relations

1. To lead, organize, and participate in the Agency's public relations vision. This includes cultivating effective working relationships with various media representatives and community organizations
2. To act as the main point of contact for all media enquiries and direct all appropriate media enquiries to the CEO. This includes writing speeches and preparing background material for the CEO, Board of Directors, and senior management or providing support and assistance to anyone who has agreed to speak or present on behalf of the Agency.
3. To work with members of the media to position the organization and enhance public awareness and understanding of the Agency, including generating positive media stories, writing press materials, and distributing timely information to key media contacts



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4. To plan and coordinate media and public relations activities including interviews, presentations to community groups, and special event information (i.e. local radio and newspapers, social media and website videos, etc.)
5. To create and deliver professional presentations and speeches regarding Agency programs and services, which may include solo/unaccompanied public speaking. Delivery may also include coordinating a Q/A period after a presentation with an Agency staff member who may have greater expertise regarding a specific presentation topic
6. To track statistics in regards to community presentations and speeches
7. To travel to local organizations, rural communities within the Agency's catchment area, or Winnipeg to provide Agency PR and presentations. This responsibility may require some flexibility of hours at times
8. To continuously monitor the Agency's educational material (i.e. brochures, website/social media pages, posters, booklets, etc.) for inconsistencies or dated information. The CPRS is responsible for updating and redesigning material as necessary (i.e. outdated information, style or design)
9. To continuously scan relevant media sources (i.e. newspapers, radio, social media pages, websites, television, etc.) to keep the CEO informed of events and media coverage of issues related to child welfare in Manitoba. Sources include but are not limited to: the Brandon Sun, Winnipeg Free Press, Brandon Police Service, Winnipeg Police Service, Manitoba RCMP, the General Authority Child and Family Services (GA) and other Authorities and Agencies. When a CFS-related story is located, the CPRS shall make a hardcopy (ensuring any URL is included) and distribute copies to the CEO, any associated Social Worker, and place one copy in a designated file. Copies in the file older than two months may be shredded.

B. Grants and Funding

1. To continually research grant funding sources (i.e. local, provincial and federal government, foundations, service clubs, etc.) for new grants that may benefit Agency family strengthening programs and initiatives
2. To prepare grant applications for one-time and annual grants (year-round responsibility based on application deadlines) and complete all follow-up reporting tasks prior to their due date.
3. To act as the Agency's liaison between pertinent funders such as the United Way Brandon and District, HRJ Consulting Ltd., Donor's Choice, the Rotary Club of Brandon, Road Rebels, Children's Aid Foundation, etc.
4. To establish and maintain professional relationships with funders and community organizations

C. Strategic Planning

1. To work in consultation with the Agency's leadership team and Board of Directors to develop and coordinate a strategy for enhancing Brandon and the surrounding communities' understanding of the Agency's work
2. To identify opportunities and coordinate special events to facilitate greater awareness and enhancement of Agency image. This may include regular social media posts, coordinating the opening of new facilities or programs, significant anniversaries (i.e. Social Work Week, ECE Week, etc.), and tasks that may include booking venues, audio (i.e. Benchmarks), meals, etc.



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3. To consult with appropriate members of the leadership team and the Board of Directors to create and analyze staff surveys. This includes an Employee Survey every 2-4 years, as directed by the Board of Directors, and may include other leadership team or Quality Assurance-driven surveys. Responses are generally collected through the Survey Monkey website.
4. To assist the CEO and Board of Directors in developing and implementing approved strategies to increase and maintain Agency membership throughout the region
5. To introduce the CEO, a senior management member or a Board Member at meetings and events
6. To act as the CEO's liaison in community partnerships such as the CEO's membership on the Community Consultation Committee Board of Directors
7. To develop community partnerships that offer positive media and community relations opportunities (i.e. public education events, trade shows, conferences)
5. To network with associates of relevant community agencies, organizations, and grant funders. This may include attending meetings, events, and providing presentations to relevant organizations (i.e. United Way Brandon and District, HRJ Consulting Ltd., Donor's Choice, Rotary Club of Brandon, Brandon Chamber of Commerce, Road Rebels, Children's Aid Foundation, etc.)
8. To inform Agency staff of any relevant campaign information and promotional material from community funders. This may include Annual General Meetings, the Coats for Kids Campaign, Christmas Tree Auction, Rotary Club and Road Rebel events, etc.
9. To organize Agency programs which benefit the Agency's clients directly, such as Christmas Cheer applications, ordering and organizing a Holiday Gift event for Social Workers to pick up gifts for their clients, seasonal hampers for families, etc.

D. Annual General Meeting

1. To coordinate and participate in planning the Agency's Annual General Meeting, which generally takes place in June each year. This event may be held at a venue or may be held virtually; tasks will vary depending on the format chosen. Responsibilities include but are not limited to:
 - Designing the layout of the Annual Report with the CEO's vision in mind in a creative software program (i.e. Canva) and arranging for printing once proofread and finalized
 - Organizing the long service staff award program and ordering/obtaining the chosen gifts prior to the AGM
 - Creating a slideshow/video to showcase the year in review
 - In-person format: Booking the venue, providing meal numbers, and requesting artwork and centerpieces from the Preschool Enrichment Program, Victoria Day Care Centre, and Elspeth Reid Family Resource Centre; Virtual format: Operating the virtual software controls (i.e. Zoom) during the virtual AGM
 - Sending notices to media sources



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E. Staff and Community Engagement

1. To coordinate the Agency's Annual Conference Committee's administrative and professional responsibilities. The Director of Programs, the CPRS, and Agency staff members complete this committee. Generally, both Agency staff and community members may attend the Agency's Annual Conference. Responsibilities include but are not limited to:
 - Booking a speaker/presenter once chosen by the Committee, booking a venue, designing event brochures for the Committee's approval, media advertising and notices, booking audio (i.e. Benmarks), ordering food and beverages based on Committee decisions and registration numbers, creating and compiling evaluation forms, photocopying presenter handouts, handling registration and payment from external participants
 - Ensuring a contract is adequate and has the appropriate clauses and signatures (i.e. cancellation clause for both parties)
 - Booking the presenter's travel and hotel (dependent on their preference)
 - Acting as the Master of Ceremonies (MC) if another member of the Committee does not come forward (i.e. introducing the speaker/presenter)
2. To act as the Agency's Website and Social Media specialist, ensuring relevant information is on the Agency's website and social media platforms. This responsibility may also include creating and monitoring new social media accounts, consistent social media and website updates, and technology troubleshooting. The CPRS may be required to consult with Supervisors, Directors, Coordinators, Human Resources, and senior management at times for updated programming and service information.
3. To create content, design and distribute a quarterly newsletter to Agency staff, members, and collaterals

F. Miscellaneous

1. To complete professional correspondence on behalf of the Agency (i.e. composing letters, faxes, reports)
2. To work collaboratively with the Agency's Leading Practices Supervisor to complete Quality Assurance (Q/A) projects with varying Agency Units. This may include meetings, creating surveys, and analyzing the data.
3. To work cohesively with the senior management team's Administrative Assistant

Qualifications

<i>Education:</i>	Completed two to four-year post-secondary program in Communications, Public Relations, Journalism, or Marketing
<i>Work Experience:</i>	Relevant post-diploma or degree experience is considered a definite asset. All applicants must be professionally confident and comfortable delivering communications in a public setting



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Position requirements: The successful applicant must have strong interpersonal skills to be able to effectively communicate with Agency staff, community organizations and members, and media outlets. Qualifications required to perform the position duties effectively include:

- Ability to communicate well in both oral and written format;
- Tangible public speaking experience is considered a definite asset;
- Knowledge of public relations and/or marketing strategies;
- Ability to use any social media platform;
- Excellent computer skills, including the use of the Microsoft Office suite, Microsoft Publisher, Microsoft Teams, Zoom, and creative software such as Canva, as well as adequate keyboarding skills (60 wpm);
- Knowledge of the Westman area and the Agency's mission, values, and family strengthening programs;
- Self-motivated and quality driven to initiate and complete tasks on a daily basis without prompting;
- Ability to multi-task and manage multiple unrelated projects at once;
- Strong time management, organizational, and problem solving skills;
- Ability to multi-task and manage multiple unrelated projects at once;
- Office-related technology knowledge and troubleshooting skills is considered a definite asset (i.e. projectors, speakers, teleconferencing equipment and software, website pages created in Wordpress, etc.)

Other: Must be willing to work flexible hours; Valid Manitoba Driver's License; Vehicle available for work purposes; Successful completion of security checks

Working Conditions

This position works with standard office equipment and may sit for long periods of time performing keyboarding and screen-time tasks. Position hours are generally 8:30am to 4:30pm on weekdays, with 45 minute unpaid lunch break. The successful applicant may be required to operate a motor vehicle. Flexibility of hours is required at times (i.e. presentations, speeches, events, meetings, etc.). Success of this position requires a dedicated, detail-orientated, initiative-taking individual who desires a career in public relations and is enticed by the prospect of making an impact in the Westman area for generations to come.

The Agency and child welfare in general face regular public and media scrutiny, and at times, the environment can be high stress, where staff must continuously balance the needs of the community with the needs of the Agency and adhere to the applicable regulations. This may include interruptions and requests from multiple program areas, changing priorities and continuous demands, varying periods of intense concentration while researching projects and completing applications or writing speeches and sensitive issues involving the community.