



Vibrant Healthcare Alliance

Vibrant Healthcare Alliance is a multi-service organization operating at four (4) locations across the Greater Toronto Area, providing services to people and communities with a range of ages, health status, physical abilities and complex needs. Vibrant Healthcare Alliance service users identify as vulnerable, living with a variety of complex issues including physical disabilities, socially isolated, members of racialized communities and complex older adults.

Canadian Council for Youth Prosperity

Funded by Employment and Social Development Canada (ESDC), the **Canadian Council for Youth Prosperity** (CCYP) is a five-year \$6 million, national initiative with the goal of bringing much-needed coordination and infrastructure to the youth employment ecosystem in Canada. Managed by **Vibrant Healthcare Alliance** and in close collaboration with a highly-skilled table of community and corporate leaders, the CCYP is seeking a **Communications Specialist** for a 1-year contract.

Communications Specialist

The Communications Specialist will be responsible for supporting content development and strategic communications activities. Duties include but are not limited to writing original content for a variety of digital platforms and offline products.

Responsibilities:

- Promote the Council's initiatives and progress in both English and French across Canada;
- Develop and share information with a keen sense of newsworthiness and understanding of how to market the Council's achievements to a broad audience using a variety of digital platforms, including the Council website, Twitter, LinkedIn and e-blasts;
- Interview stakeholders and beneficiaries to produce case studies and other original content;
- Collaborate with internal and external partners to support media content collection, production, and distribution;
- Maintain editorial and content calendars for re-purposing stories across platforms;
- Support strategic communications planning

Qualifications, Skills and Proficiencies:

- Post-secondary degree in communications, marketing, journalism or a related field. The equivalent combination of education and experience will be considered.
- 2-3 years' experience in communications, including the development of key messaging, communications plans and digital media content.
- Strong written and verbal communications skills with the ability to write high quality, compelling copy for various mediums and audiences and the ability to pay close attention to detail.
- General understanding of media outreach and how to maximize exposure to public audiences.
- Demonstrated ability to organize priorities, multi-task, take initiative and work independently.
- Demonstrated proficiency and knowledge of social media tools, including analytics to guide social media planning.
- Visual, audio and video content creation experience; knowledge of best practices.



- Working knowledge of intermediate- to advanced-level equipment (DSLR camera, video, audio recorder, microphones).
- Working knowledge of Google Analytics, MailChimp, Adobe Illustrator, and Photoshop.
- Excellent oral and written communication skills

Language Requirements:

The ability to work in both English and French is an asset.

Other:

Frequent travel within Canada - approximately eight (8) trips per year, for 1-2 days per trip on average

How to Apply: To apply, please submit a cover letter and resume by **5:00 pm on Thursday, January 9, 2020** to hr@vibranthealthcare.ca. Please indicate "**Communications Specialist**" in the subject line.

Vibrant Healthcare Alliance is an equal opportunity employer. If you require accommodation to participate in the hiring process, please contact hr@vibranthealthcare.ca. We sincerely thank all applicants; however only those selected for an interview will be contacted. No phone calls please.