



Centre for Equality Rights in Accommodation  
Centre pour les droits à l'égalité au logement

## **Job Posting: Communications and Engagement Advisor**

**Contract Type:** Full-time (position funded through March 2023. Work is ongoing to secure funding beyond that period)

**Start Date:** April 2022

**Location:** Remote within Canada

**Closing Date:** March 4, 2022 at 5:00 pm EST

**Hours of work:** Flexible

**Salary:** \$50,000 - \$60,000, commensurate with experience and qualifications

**Benefits:** A generous benefits package will be made available following the end of the three-month probationary period, which includes health and dental benefits, AD&D, Long-term disability and life insurance. Group and individual professional development opportunities are also provided to staff.

**Paid time off:** Four weeks (20 days) of paid vacation are provided and CERA typically closes between Christmas and New Year's Day, providing a handful of additional paid days off for staff to rest and recharge. 10 paid days are also provided to use for personal and family illness, injury or medical emergency.

**Application Method:** Cover letter + resume. Shortlisted candidates will be invited to complete an assignment and to participate in an interview. Please see instructions below.

### **About CERA**

CERA is one of Canada's oldest charities working to advance the right to adequate housing. Founded in 1987, CERA has worked tirelessly for over thirty years at the intersection of human rights and housing and is one of Canada's leading NGOs working in the area of social and economic rights. CERA works to advance the right to adequate housing by:

- **Serving clients to help them stay housed:** CERA provides free services to tenants facing eviction and human rights violations in their housing, and we are experts in these fields. Each year we provide services to over a thousand tenants and we are highly effective in ensuring that some of the most vulnerable Ontario renters remain in their homes.
- **Providing education and training about housing rights:** CERA provides public education and training on housing rights and human rights in housing to diverse groups across

Ontario, reaching approximately 1,000 people annually. We work with community partners to train individuals and communities about their housing rights and how to assert them, and we engage with landlords to educate them about their obligations as housing providers.

- **Advancing rights-based housing policy:** CERA advances rights-based housing policy through research, policy development, advocacy and litigation. Notable achievements include setting a legal precedent preventing landlords from discriminating against renters who receive social assistance, launching a constitutional challenge against the federal government for failing to take action against homelessness, and coordinating the Right to Housing Toronto Network (R2HTO).

## **Working at CERA**

CERA is a small but growing collaborative and cross-functional team of motivated professionals committed to advancing the right to housing. We are entering the second year of our strategic plan, which prioritizes organizational growth, working nationally, developing innovative ways to engage communities and individuals to support their right to housing and building new, dedicated teams in the areas of policy advocacy, research and strategic litigation. CERA's four functional teams (Services and Education; Policy, Communications & Engagement; Research; and, Strategic Litigation) work collaboratively together to support each other's work in identifying and executing innovative ways to advance the right to housing.

CERA's office is located at the Centre for Social Innovation (Spadina location), an exciting shared workspace that houses 250 non-profits and social innovators across multiple locations in downtown Toronto. It is accessible by transit and offers substantial opportunities to network with like-minded people and participate in a mission-driven, innovative community through various events. CERA's office has several workstations which are available to staff who would like to work from the office on a part-time or occasional basis.

## **About the Role**

We are seeking a motivated and committed communications and engagement professional who is creative, strategic and has strong communications skills to join our team and help us in our ambitious goal of advancing the right to housing for all. In this role, your ability to juggle multiple responsibilities under tight timelines is essential.

If you are a self-starter with demonstrated experience in developing compelling communications content including digital campaigns, executing strategic communications plans, and community engagement, this could be the right role for you. Reporting to the Manager of Policy, Communications and Engagement, the successful candidate will provide communications support to CERA's four functional teams and leadership team, and support to the engagement team in the following ways:

## **Communications**

- Drafting original and engaging communications materials including press releases, statements, articles, project case studies, website and social media content, e-newsletters and other promotional materials, reports for donors and speaking notes.
- Supporting and managing, where appropriate, CERA's digital and social media initiatives across all platforms (LinkedIn, Instagram, Twitter, Facebook, etc.) and CERA's website, including developing content, frequent posting, community monitoring, metrics tracking and reporting.
- Contributing to and leading, where appropriate, digital campaigns to advance CERA's policy and engagement objectives.
- Supporting the evolution of CERA's website to serve as a tool for current and prospective donor engagement and education, and as a knowledge hub for the sector.
- Building relationships with key media contacts and identifying opportunities to proactively pitch stories through media outlets as appropriate.
- Supporting organizational participation in events including conferences, workshops, presentations and other speaking engagements.
- Monitoring sector news and trends and tracking CERA's media coverage.

## **Engagement**

- Supporting CERA's stakeholder engagement efforts, with a goal of building capacity and commitment to advancing the right to housing across Canada.
- Cultivating respectful and collaborative relationships with individuals, communities, networks and organizations who have or are working with those who have experienced housing precarity, homelessness or human rights violations in their housing.
- Liaising with directly impacted communities to translate community information and direction into concrete strategies and policy recommendations.
- Overseeing, developing, and supporting community-based research and consultations.
- Performing other duties to support CERA's community engagement efforts.

## **Required Qualifications**

- A university degree or college diploma in a relevant field (e.g. communications, journalism, public relations).
- Minimum of 3 years of post-graduation professional experience in a role that includes writing, digital communications, public relations, marketing, outreach and/or community engagement.
- Outstanding written and oral communication skills in English and an ability to develop clear and compelling content for a variety of purposes (e-newsletters, blog posts and articles, website copy, briefing notes, talking points, key messages, promotional materials, speeches) and a variety of audiences (partners, stakeholders, the general public, media, governments).

- Demonstrated experience building collaborative and respectful relationships with community organizations, coalitions and networks, and/or the broader non-profit sector and working in close co-operation with volunteers, community members, legal experts, service providers, academia and/or researchers, and in a multi-disciplinary team.
- Ability to take a project management approach to managing work, including developing and managing workplans, tracking and monitoring tasks and deadlines, and self-managing tasks and workflow.
- Advanced proficiency in Microsoft Office (Word, Excel, PowerPoint, SharePoint), social media platforms (Twitter, Facebook, LinkedIn, Instagram), website management platforms (WordPress, SquareSpace), and Google Analytics.
- Proficiency in other third-party software for social media analysis, Adobe Creative Suite programs (Photoshop, InDesign, Premier Pro) and SEO is an asset.
- Understanding of the media landscape and demonstrated ability to successfully pitch to media is an asset.
- Knowledge of the right to housing, human rights and housing law, and the housing and social services sector is an asset.
- Working proficiency in an additional language is an asset, particularly French.

### **Skills and attributes**

- Outstanding organizational, analytical and problem-solving skills.
- Ability to multi-task, thrive in a fast-paced environment, and adapt quickly to change.
- Ability to work accurately under pressure with attention to detail and deadlines, and with minimal supervision.
- Flexibility and entrepreneurial spirit to accommodate high levels of responsibility and multiple and sometimes shifting priorities.
- Strong strategic thinking skills, political acumen, diplomacy, discretion, tact and good judgement.

We recognize and value the unique perspective that people with lived experience of poverty and/or precarious housing bring in addition to the skills and qualifications listed above.

### **To apply for this job**

Applications should include a resume and cover letter in one PDF document and should be submitted by email to [opportunities@equalityrights.org](mailto:opportunities@equalityrights.org) with the subject line: Application – Communications and Engagement Advisor.

At CERA, we believe that a workforce that reflects the diversity of the communities we serve strengthens our ability to achieve our mission. We strongly encourage applicants of all genders, racial, ethnic and cultural backgrounds, sexual orientations, abilities, and with a range of life experiences to apply.

We are committed to full compliance with the *Human Rights Code*, the *Accessibility For Ontarians With Disabilities Act*, the *Occupational Health and Safety Act*, and all other applicable legislation. We will provide accommodation during the hiring process upon request and information received relating to accommodation measures will be addressed confidentially.

We thank all applicants for their interest.  
Only candidates selected for an interview will be contacted.  
No telephone enquiries please.