

**HUMAN RIGHTS LEGAL SUPPORT CENTRE
JOB DESCRIPTION**

POSITION TITLE	Communications and External Relations Coordinator – Bilingual
NUMBER OF INCUMBENTS	1
REPORTS TO	Executive Director and Chief Administrative Officer
LAST UPDATED	August 15, 2017

PURPOSE OF POSITION
To provide communications expertise and support to the Human Rights Legal Support Centre (HRLSC), respond to media requests, develop and implement a province-wide communications strategy and coordinate community outreach activities.
MAJOR DUTIES & RESPONSIBILITIES
<p>Communications</p> <ul style="list-style-type: none"> • Coordinates development of communications and public information materials in English, French, and other languages and formats, ensuring that accessibility requirements are met. • Provides communications support and advice to management and staff of HRLSC in preparation of presentations, speeches, and correspondence related to specific issues or projects. • Works with Executive Director (ED) and Chair of Board of Directors to respond to emergent communication challenges, internally and externally. This may include responding to extraordinary one-time events that put human rights issues or the Centre in the public spotlight. • Leads in development of Annual Report. • Manages the HRLSC website content with the Administrative Co-ordinator/Complaints Officer and the web site committee and Director of Legal Services. Ensures that information is updated on a regular basis, that it is presented appropriately for clients across the province, is user friendly and meets accessibility needs of persons with disabilities and monitors usage of website by the public. • Develops content for and manages HRLSC social media. • Develops or collaborates in developing various external and internal communication material in a variety of formats. • Assists CAO in responding to MAG and other government requests for information on HRLSC services. <p>Media Requests and Monitoring</p> <ul style="list-style-type: none"> • Initiates contact with the media as appropriate, in consultation with ED and media committee and in accordance with media policy.

- Prepares and issues media releases on key HRLSC cases that have broad impact.
- Informs Ministry of media releases or media coverage, as appropriate.
- Trains staff members on how to conduct media interviews.
- On behalf of ED, receives media enquiries, determines nature of the request, and forwards to ED and media committee and Legal Directors/managers/relevant lawyers for consultation on a response; provides background and advice in developing the response to a media enquiry in consultation with ED and/or Legal Directors. Monitors and responds to or coordinates response to media or other general inquiries received via the web site.
- Tracks all media requests and identifies trends and issues; prepares reports and updates management committee, as-needed.
- Monitors media coverage of the HRLSC, and other relevant media organizations/ issues; ensures that ED and staff management committee are provided with timely information on relevant media coverage.
- Acts as media spokesperson, if required.
- In consultation with ED and media committee, develops, implements, reviews and updates HRLSC protocols and policies for responding to and initiating media contacts.

Community Outreach and Stakeholder Relations

- Establishes and maintains linkages and partnerships with community organizations and groups that serve disadvantaged clients, such as legal clinics, newcomer centres, advocacy and outreach organizations.
- Maintains linkages with counterparts in and Ontario Human Rights Commission (OHRC) and Human Rights Tribunal of Ontario (HRTO); shares information; ensures consistency in messaging and information; collaborates on joint communications initiatives; identifies best practices.
- Prepares presentations for training and outreach purposes; conducts training, if necessary.
- Develops content for and prepares informational or outreach materials and plans in collaboration with ED, Administrative Coordinator and CAO or others, as necessary.
- Supports Board of Directors or other teams or committees in special outreach initiatives as requested.

Training

- Develops/delivers internal staff trainings on wide range of issues including focus on particular *Code* grounds, accessibility.
- Develops/delivers workshops, information sessions and presentations for staff/workers in community organizations focussing on disadvantaged communities that are underutilizing HRLSC services.

Communications Strategy/Other

- Reviews and updates the communications strategy for the HRLSC as part of the annual business planning process; drafts provides strategic communications advice and assistance to the management committee.
- Annually reviews client feedback on anti-ableist service delivery and on accommodation of disability.
- In collaboration with Administrative Coordinator and CAO monitors, reviews and coordinates follow-up on client feedback.
- Ensures that all communications activities and publications comply with applicable government requirements and directives.
- Ensures that all communications materials and information are presented in accordance with accessibility requirements, and in languages and formats appropriate for client group.
- Acts as a resource for strategic or organizational planning, including coordinating or developing environmental scans.
- Performs other duties as assigned which may change from time to time depending on a number of factors, including changes in the demand for legal services or in the Centre’s service delivery model.
- Other temporary duties as assigned.

KNOWLEDGE & SKILLS

- The theories, principles and practices of communications, media, or public relations.
- Communications policies and practices in the non-profit sector, with emphasis on communications in an organization providing direct services to the public.
- The objectives and strategies of the human rights system in Ontario, and relevant legislation.
- Principles and strategies of public legal education, community outreach, and issues related to human rights.
- Designing, writing and production of communications materials for public distribution, including material for social media.
- Professional writing and editing skills.
- Media relations skills and experience to coordinate media relations and to develop information/communications materials for the media.
- Verbal communications skills to represent the organization with members of the media and public.
- Presentation skills to develop and deliver presentations, workshops, and information sessions.

<ul style="list-style-type: none"> • Interpersonal and facilitation skills to work collaboratively, and to provide support and advice to management team. • Experience in working with community-based groups and organizations. • Operation of standard office software and tools to prepare own materials. <p>Knowledge of office procedures; ability to operate standard office equipment; ability to use computer and software to manipulate and analyse data, and to format a variety of presentations, documents and charts.</p> <p>Ability to work collaboratively and respectfully in a diverse workplace, including awareness of and sensitivity to cultural, racial, ethnic, gender, age and disability-related issues that may arise in the workplace and in serving diverse communities.</p> <p>Commitment to applying the principles of cultural competence in performing the job responsibilities of this position including recognition of the need to deliver services to the public in a manner that recognizes the unique needs of the diverse communities served by the Human Rights Legal Support Centre.</p>	
COMMUNICATIONS SKILLS	
Requires the ability to effectively communicate technical/legal information in order to persuade or convince decision-makers to take a particular course of action or adopt a particular decision.	
ANALYTICAL SKILLS	
Requires analytical skills to anticipate/identify problem situations, and recommend appropriate solutions to correct procedures and protocols.	
RESPONSIBILITY FOR DECISIONS/ACTIONS	
Responsible for decisions that contribute to the resolution of communications issues/problems where established precedents are available for guidance and reference.	
RESPONSIBILITY FOR MANAGEMENT/LEADERSHIP	
Responsible for organizing or scheduling the work of others, including supervision of placement students.	
RESPONSIBILITY FOR CLIENTS/STAKEHOLDERS	
Responsible for leading stakeholder consultations as needed.	
PHYSICAL EFFORT/DEMANDS	
Work involves minimal physical effort normally associated with typical office routines. There is flexibility to change work activities or take a break to alter body position.	
MENTAL/SENSORY DEMANDS	
Work involves a considerable or constant degree of mental/sensory demands and high level of stress, particularly with respect to emergent media scrutiny. Typically deadlines and priorities are unpredictable due to dealing with crises situations, work involves multiple role demands. May be required to travel overnight occasionally and to occasionally deal with upset or agitated clients or difficult situations.	
WORKING CONDITIONS	
Work is regularly performed in a normal office environment where unpleasant conditions or hazards are minimal.	

--

FRENCH LANGUAGE REQUIREMENTS	Designated bilingual position.
-------------------------------------	--------------------------------