

**HUMAN RIGHTS LEGAL SUPPORT CENTRE
JOB DESCRIPTION**

POSITION TITLE	Manager of Communications, Outreach & Education
NUMBER OF INCUMBENTS	1
REPORTS TO	Executive Director
LAST UPDATED	June 2024

PURPOSE OF POSITION

To provide leadership and expertise to the Human Rights Legal Support Centre's (HRLSC) Executive Team on comprehensive communications, outreach and education initiatives.

To develop and oversee the implementation of HRLSC communications plans and strategies in the furtherance of HRLSC strategic, policy and service objectives

To lead and manage media relations, stakeholder and public relations and oversee public outreach and education initiatives and campaigns, including to increase awareness, understanding and use of HRLSC services, including among marginalized community members, and build community relationships, networks and partnerships to advance and amplify HRLSC's mandate and impact.

To manage and oversee the HRLSC's Communications, Outreach & Education team

To lead issues management and the coordination and planning of strategic approaches to handling high profile, sensitive, contentious issues involving the public, external stakeholders and/or its partners.

To lead, coordinate and support internal organizational communications and staff engagement initiatives, as well as external reporting on HRLSC activities, services, outcomes and strategic priorities.

MAJOR DUTIES & RESPONSIBILITIES

COMMUNICATIONS & GENERAL

- Leads the HRLSC's Communications, Outreach & Education team, supervising staff, providing staff direction and oversight and managing and monitoring overall performance and deliverables.
- Provides strategic communications advice to the HRLSC Executive Director and Executive Team.
- Under the direction of the ED, leads the development of communications plans, strategies, policies and initiatives to increase public awareness of HRLSC'S mandate, services and strategic priorities, amplify HRLSC successes and achievements, and convey HRLSC positions on critical human rights issues of public interest.
- Leads and oversees the development and evaluation of the HRLSC's strategic communication plans and initiatives, analyzing plan effectiveness.
- Upholds a high level of confidentiality and professionalism.
- Leads and oversees the overall development, content, design and updating of the HRLSC's website and social media platforms; 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

- Monitors usage of the HRLSC’s website and social media platforms and conducts analysis of and reports on the HRLSC’s website and social media statistics and online client feedback survey results.
- Leads and participates in both the HRLSC’s website, and media committees and others as appropriate.
- Leads and manages the overall development of various external communications and public information / promotional materials in English, French, and other languages and formats, ensuring that accessibility requirements are met.
- Leads and supports internal staff communications and engagement initiatives, and provides communication support to the management team in relation to various internal and labour relations matters, as required
- Builds the HRLSC’s intelligence gathering capacity and organization, including building a catalogue of information resources, reports and reliable sources of human rights-related information.
- Together with the Executive Team, leads and manages the development of HRLSC communications and public relations policies, standards, guidelines, processes and procedures, and ensures alignment with the HRLSC’s service delivery models and standards.
- Assists the HRLSC with planning for communications during emergency situations.
- Oversees the design, development, production, and release of a wide variety of print/audio/visual/e-materials and ensures all products are accessible to a wide variety of audiences, including marginalized community members and persons with a disability, and meet legislated provisions.

MEDIA REQUESTS, MONITORING & GENERAL REPORTING

- Leads and manages the development of media strategies to support and promote HRLSC initiatives, achievements and successes.
- Manages and oversees all HRLSC media including the media release process;
- Acts as lead media spokesperson and contact for the HRLSC as well as a lead liaison with the Board/Board Chair, and Ministry, on media related issues, coordinating with the ED and relevant management and staff, as appropriate and required.
- Conducts media coverage / inquiry trend analysis; reports findings and relevant media coverage to the Executive Team.
- In consultation with the Executive Team, manages the development, implementation, review and update of HRLSC protocols and policies for responding to and initiating media contacts.
- Oversees and leads the Communications team’s work on the HRLSC’s annual reporting obligations, including its Annual Report and Operational Business Plan, and supports the review and development of other key public facing and internal reports, as required.
- Manages the preparation of reports, briefing materials, and short notice fact-checks in development of communication materials and response to emergent / urgent issues, and / or inquiries on behalf of the Chair of the Board or Executive Director (ED) to ensure timely responses. This includes responding to extraordinary one-time events that put human rights issues or the HRLSC in the public spotlight.

PUBLIC/ STAKEHOLDER RELATIONS, COMMUNITY OUTREACH AND EDUCATION

- Oversees the HRLSC’s outreach and partnership initiatives in support of the Communications, Outreach & Education team’s effort to establish and maintain linkages and partnerships with community organizations and groups that serve disadvantaged clients, such as legal clinics, workers’ advocacy groups, newcomer centres, advocacy and outreach organizations.
- Advances intentional strategies to build relationships and outreach with organizations serving highly marginalized communities most vulnerable to discrimination, managing the development of associated informational or outreach materials, content and plans as required.
- Leads, manages and coordinates the HRLSC’s public education function, including to increase understanding and awareness of HRLSC legal support services, and rights, obligations and recourse mechanisms available under the Ontario *Human Rights Code* more generally

- Manages and oversees the HRLSC’s public relations initiatives and public awareness campaigns
- Supervises and reviews inquiry responses.
- Oversees and supports HRLSC event management, including conferences, symposia, workshops etc.
- Leads the establishment of, and maintains strong working relationships with, key partners and external stakeholders to ensure timely and accurate information flow and identification of issues; presents and advocates the HRLSC’s position at various forums.
- Liaises and strategizes with external stakeholders including the Ontario Human Rights Commission (OHRC) and Human Rights Tribunal of Ontario (HRTO) to oversee joint communications initiatives and implement best practices.
- Oversees the planning and delivery of HRLSC-wide communications, public relations, issues management training, outreach initiatives, and Continuing Legal Education (CLE) seminars on best practices and standards; delivers presentations and media engagement training as required.

ISSUES MANAGEMENT

- Provides strategic advice and expertise to the ED, management and senior staff on the content, tone and messaging of responses to contentious human rights matters or crises; develops communication plans to neutralize or minimize negative impacts to the HRLSC; drafts presentations, speeches, and correspondence related to specific issues or projects.
- Represents the HRLSC as required at senior level meetings, with external stakeholders, on committees, special projects, and joint initiatives to exchange information related to issue management.

MONITORING ACCESSIBILITY OF HRLSC SERVICES

- Analyzes client feedback on anti-ableist service delivery and on accommodation of disability; provides the Executive Team with strategic recommendations.
- Oversees all communications activities and publications to ensure accessibility and compliance with applicable government requirements and directives.

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 HRLSC’s service delivery model.

Other temporary duties as assigned.

COMPENSABLE FACTORS

KNOWLEDGE, SKILLS & QUALIFICATIONS

- Post-secondary education in relevant field and at least 5 years work experience in communications field, and at least two years of management experience.
- Strong understanding of the Ontario *Human Rights Code*, objectives and processes of the human rights system in Ontario and relevant legislation.
- Experience working with community-based groups and organizations, including extensive experience preparing communications for, outreaching to and building partnerships and relationships with marginalized communities, ideally with lived experience of marginalization and strong anti-oppression analysis, understanding and self-awareness
- Enhanced strategic communication planning skills to contribute to effective response management and media relations expertise to communicate plans and other communication reports and products.

- Political acuity and strategic thinking to provide advice and recommendations to executive teams and Board of Directors on communications strategies and approaches to mitigate risk, support strategic mandate direction and advance service delivery models.
- Experience leading and managing significant strategies, programs or initiatives; creating program objectives in alignment of organizational strategic goals.
- Expert knowledge of theories, principles and practices of communications, media, and public relations, project management principles and methodologies to oversee and guide the overall delivery of mandates and strategies.
- Enhanced understanding of communications policies and practices in the public sector, with emphasis on communications in an organization providing direct services to the public.
- Understanding of the principles and strategies of public education, community outreach, and issues related to human rights.
- Experience designing, writing and producing communications materials for public dissemination, including material for social media.
- Understanding and application of professional writing and editing skills including experience writing widely disseminated public reports.
- Ability to manage large volume of written material, including legal cases and to summarize relevant information in simple language for various audiences and platforms.
- Media relations skills and experience to coordinate media relations and to develop information / communications materials for the media.
- Excellent verbal communication skills and relevant experience to be able to represent the organization to the media, stakeholders and the public.
- Excellent presentation skills to develop and deliver information sessions or workshops.
- Interpersonal and facilitation skills to work collaboratively and to provide support and advice to management team.
- Understanding of reporting and accountability requirements of government agencies.
- Computer skills (MS Office, Adobe Acrobat, InDesign, etc.) and ability to manage web site and social media platforms.
- Strong organizational and time management skills and ability to prioritize and manage short and longer-term projects.
- Strong ability to implement strategic corporate directions, multi-year strategic business processes, and HRLSC service delivery models, to lead and manage a significant program area to determine program objectives and resource requirements and to ensure alignment of programs and projects with corporate strategic goals.

- Proficiency in project management principles and methodologies to effectively lead a team, oversee and guide the overall delivery and implementation of mandates and strategies.
- Ability to manage the research, identification, management and analysis of issues, the provision of communications expertise across the organization and the development and implementation of issues management strategies and solutions.
- Demonstrates expertise and comprehensive knowledge of theories, principles and best practices of corporate communications, media relations, issues and crisis management, and executive communications support.
- Strong ability to lead the development of communications strategies and provide strategic advice to the management and executive teams on media relations strategies, managing contentious and high-profile issues and navigating complex crisis scenarios.
- Experience working with government decision-making and approvals process.
- Expert skills in strategic planning and media relations with a strong ability to craft and disseminate detailed communication plans, comprehensive reports and other communication products to effectively delivery and advance organizational objectives.
- Enhanced knowledge of office procedures; proficiency in computer programs and software to manipulate and analyze data, and to format a variety of presentations, documents and charts.
- 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.
- Commitment to applying the principles of cultural competence and anti-oppression in performing the job responsibilities, 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.

WORKING CONDITIONS	
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Work is performed in a typical office environment.

Work is regularly performed in an area where exposure to some unpleasant environmental conditions cannot be controlled (e.g. working in an area open to the public; or working in an open area).