



Employment Opportunity

Punjabi Community Health Services

Job Title: Marketing and Social Media Specialist	Date Posted: January 16, 2025	Reports to: Sr. Manager of Health Promotion and Prevention
Job Posting#COMM-034/2024-25	Date Closed: January 30, 2025	Position Type: Full Time

About Organization:

Punjabi Community Health Services (PCHS) is a pioneer community-based not for profit, charitable organization. PCHS has been fulfilling the needs of diverse populations for 34 years by providing services in the areas of addictions, mental health, geriatric, health promotion, domestic violence, parenting, settlement, and services for women, children, and youth. PCHS has several research studies to its credit and is recognized as an innovative organization for community development and its Integrated Holistic Service Delivery Model. PCHS is accredited by the Commission of Accreditation on Rehabilitation Facilities (CARF) International and Imagine Canada. PCHS is a 2SLGBTQ-sensitive organization.

Why Work at PCHS:

- 3 weeks' paid Vacation to start; 4 and 5 weeks after 3 and 4 years of continuous service
- 7 days' paid Personal Time
- Comprehensive Benefits package (special benefits for gym memberships and winter tires)
- Employee Assistance and Family Assistance Plan
- Various employer-paid training programs and professional development opportunities
- Develop and network through robust community and partner events
- Mileage reimbursement as applicable
- Free on-site parking
- Hybrid work model* (contingent on nature of work and location)

About Program:

PCHS Communications Program contributes to PCHS expansion and growth by strengthening internal communication and enhancing external community engagement. It emphasizes information, education, and engagement activities within the organization, collaborates with the community, and promotes PCHS programs and services among clients. Our mission is to use holistic and culturally appropriate approaches to stabilize and empower PCHS programs' clients and their families to help lead a life of respect and dignity as equal members of society. Many initiatives to reach this goal include monthly health magazine, social, electronic & print media educational campaigns, audio/visual resources, and a user-friendly PCHS website.

About Position:

We are currently seeking a creative **Marketing and Social Media Specialist** for promoting our services via digital media. As a member of the dynamic multiservice team, they will support and provide input for developing, producing, and implementing digital communication and outreach strategies, plans, and products. They will use their exceptional communication and research skills to write, edit and create clear, concise and compelling content.

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Qualification, Experience and Skills:

- Post-secondary education in Marketing & Communications, Public Relations, Media & Graphics or equivalent with relevant work experience
- Minimum of two years related communications and marketing, community relations and media experience in a not for profit environment
- Experience as a content/customer marketer, with hands-on content production, distribution and management experience, and a writing and design portfolio and samples
- Knowledge of project management, strategic communications planning, fundraising principles, and targeted message development
- Demonstrated ability in using MS Office programs at an advanced level, including Adobe Creative Cloud suite of products (Premiere Pro, InDesign, Photoshop, Illustrator, Acrobat etc.), scanning software and CMS
- Working knowledge of basic web design and tools; Experience with WordPress and advanced user with existing and emerging new social media tools
- Designing and professional software knowledge, including video software management & desktop publishing
- Excellent English language writing skills for multiple audiences and platforms and are accustomed to collaborating with others in a fast-paced work environment.
- Can create quality content quickly and juggle many initiatives at once.
- Innovative, curious, creative and constantly looking for ways to optimize the work to maximize impact and outcomes.
- Analytical and problem-solving abilities to research and present information
- Demonstrated ability to work in a highly confidential environment with constant communications between the leadership team and maintain confidentiality and discretion.
- Strong interpersonal skills, be able to work independently and within a team
- Strong verbal and written communication skills, including presentation skills and the ability to communicate information to a variety of stakeholders effectively
- Superior time management skills, multitasking skills, and the ability to prioritize tasks with minimal supervision
- Knowledge of South Asian languages (Hindi, Punjabi, Urdu) is an asset
- Consistent commitment to professional development

Requirements:

- Must possess a valid Ontario Driver's License, have regular access to a reliable vehicle and provide proof of adequate vehicle insurance
- A satisfactory current Vulnerable Sector Screening (Criminal Record Check) report
- Current CPR and First-Aid certification
- Vaccines (COVID-19 and others) are encouraged

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Key Responsibilities:

- Working with the leadership team to understand and develop strategies to engage clients, build community, and drive awareness and excitement around new services and offerings from PCHS
- Design, create and proofread a variety of content to inform existing and prospective clients, including webpages, blog posts, social media posts, and more
- Drive the creation and management of a content calendar for our website, social media channels, newsletters, and more
- Lead the effort to create original content and leverage content produced by other teams
- Monitor, manage and update the website and social media pages and address clients' queries
- Provide day-to-day operational support for insights, analytics capabilities and related activities that provide the quantitative support for our digital channel experiences
- Support the integration of our database software and digital channels to drive growth across our offerings
- Designing Print material: Posters, Brochures, Flyers, Banners, Reports, Covers & binders, Standees, Rollovers, strategic plan design and revision of all print materials, CARF Posters
- Branding (logos, posters) and event management such as Annual General Meeting, International Women Day (IWD) Gala, Friends of PCHS, Anniversaries etc.
- Social Media: PCHS Facebook, Instagram, Event presentation designing, messages and holiday messages,
- Compile monthly Health Magazine
- Resource Development: (Videos, Audios, Booklets, and other resources)
- Media: Radio and TV presentations and scheduling
- Translations: Internal and External partners' translations
- Prepare and Finalize important presentations; theme-based (IWD etc.)
- Web designs: web posters, flyers and website & email elements
- Reviewing existing communication policy
- Organizing internal and external meetings and working on meeting agendas and minutes
- Help implement the strategic plan and assist in the expansion and growth of PCHS
- Developing and maintaining good public relations (Government, Clients, Community)
- Participate in PCHS programs strengthening, restructuring and promoting program services in compliance with CARF Accreditation requirements.
- Commits to the provision of services related to health equity principles.
- Other related duties as assigned

Hours: Full time, 37.5 hours per week
(Some evenings and weekends work is required)

Annual Salary Range: \$48,000-\$50,000

Position to commence: February 2025



Employment Opportunity

Punjabi Community Health Services

Please submit your resume by January 30, 2025 to the Hiring Committee at hr@pchs4u.com

Please add **Job Posting#COMM-034/2024-25** to the email subject line and cover letter.

PCHS offers an attractive and rewarding work environment. We appreciate all applicants' interest, but only those under consideration will be contacted for an interview.

PCHS is committed to diversity in its workplaces and welcomes applications from all visible minority groups, women, Aboriginal persons, 2SLGBTQ, persons with disabilities, among other self-identified diverse groups. We also provide accessible employment practices that comply with the Accessibility for Ontarians with Disabilities Act ('AODA'). If you require accommodation for a disability during any stage of the recruitment process, please notify Human Resources at hr@pchs4u.com