

The Neighbourhood Group (TNG) is a multi-service agency that includes Central Neighbourhood House, Neighbourhood Link Support Services and St. Stephen's Community House

JOB DESCRIPTION

Job# TNG2025-106

POSITION TITLE: Community Engagement and Marketing Specialist	
DEPARTMENT: Employment Services	STATUS: Contract Full-Time, CUPE 7797
# HRS / WEEK: 35	CONTRACT DATES: ASAP until December 31, 2025 or until the return of the incumbent
REPORT TO: Vice President, Employment & Training Services	HOURLY RATE: \$31.93
EXTERNAL CLOSING DATE: Posted until filled	

GENERAL DESCRIPTION: The Community Engagement and Marketing Specialist supports the Employment Services department across two sites, focusing on driving the achievement of Integrated Employment Services (IES) volume targets for Stream A, B, and C clients. This role involves recruiting suitable participants for all programs, developing and sustaining partnerships, promoting services through social media, and enhancing the department's visibility in the community through events and strategic outreach efforts. **This position works out of 1415 Bathurst Street and 3036 Danforth Avenue with the ability to travel to various locations within Toronto.**

MAJOR DUTIES:

- Develop, implement, and monitor a comprehensive marketing and outreach plan tailored to engage diverse target groups, including youth, newcomers, Ontario Works and Ontario Disability Support Plan recipients and employers.
- Design creative and effective marketing strategies to increase awareness of Employment Services programs.
- Maintain a contact database of stakeholders, partners, and prospective clients to facilitate communication and outreach.
- Identify, establish, and nourish relationships with new organizations, TESS, ODSP, employers, and referral partners.
- Regularly engage with existing partners to strengthen collaboration and explore new opportunities for mutual benefit.
- Represent the organization at events, presentations, and fairs to enhance visibility and partnership potential.
- Act as an organization representative at various networking tables.
- Work with teams to recruit participants for all programs, ensuring alignment with IES targets and other program targets.
- Collaborate with staff to monitor recruitment strategies and adjust approaches based on needs and demographics.
- Work with departments across the organization to support their clients looking for job search support.
- Write and produce the department's newsletter, showcasing program updates, success stories, and opportunities.
- Manage social media platforms to promote services, programs, and events, ensuring timely and engaging content.
- Plan and execute special events such as open houses, job fairs, and program promotions.
- Track and evaluate the effectiveness of marketing and outreach initiatives using data collection tools.
- Document client success stories to inspire and attract new participants and stakeholders.
- Monitor the promotion and publicity budget, ensuring cost-effective purchasing and adherence to agreements with vendors.
- Actively participate in and prepare for regular team and individual supervision meetings with the direct supervisor
- Participate in service planning for the agency in relation to other departments, community and individual needs
- Adhere to all TNGCS, and Employment Services policies and procedures and ensure that confidentiality is maintained
- Participate in TNGCS organization-wide program activities/meetings as appropriate and/or as assigned
- Cooperate with health and safety procedures and policies

REQUIREMENTS & QUALIFICATIONS:

- University degree / College Diploma in Marketing, Communications, Public Relations, or related and one-year experience in marketing, communications, community engagement, or combined equivalent education and experience
- Recent application of marketing strategies and tactics as well as demonstrated ability to attract new service users and build relationships with other agencies
- Strong written and verbal communication skills, including experience creating newsletters and social media content
- Demonstrated ability to develop and maintain partnerships with diverse stakeholders
- Proficiency in social media platforms, digital marketing tools, and content management systems
- Familiarity with the Integrated Employment Services model and related volume targets is an asset
- Ability to work collaboratively across teams and independently manage multiple priorities.
- Ability to achieve program goals/targets including planning ahead for contingencies and identifying solutions to problems
- Strong computer skills (Microsoft Office, MS Teams, Social Media, search engines, online communication methods)
- Multicultural sensitivity and an ability to work in a multicultural/multiracial organization

To apply, submit your resume with "TNG2025-106" in the subject line of your email to: careers@tngcs.org

TNG is committed to reflecting the communities we serve and to nurturing a respectful and inclusive work environment for all. We encourage qualified applicants of all ages, races, colours, ethnic origins, religions, abilities, gender identities, gender expression and sexual orientations to apply. Candidates invited for an interview are encouraged to inform Human Resources in confidence of their accommodation requirement