



Canadian  
Race Relations  
Foundation

Fondation  
canadienne des  
relations raciales

## **JOB DESCRIPTION | Bilingual Communications Director**

### **The Canadian Race Relations Foundation**

The CRRF is Canada's leading agency dedicated to eliminating racial discrimination and promoting harmonious race relations. Its mission is "to facilitate throughout Canada the development, sharing and application of knowledge and expertise in order to contribute to the elimination of racism and all forms of racial discrimination in Canadian society.

#### **Position Summary**

<b>Job title</b>	Bilingual Communications Director
<b>Job classification</b>	Non-Unionized
<b>Reports to</b>	Executive Director
<b>Supervises</b>	Occasional contract positions, interns, students and volunteers
<b>Status</b>	Permanent,
<b>Hours</b>	Full time
<b>Hours of work</b>	daytime hours Ability to travel and attend weekend, early morning and evening meetings required
<b>Work environment</b>	CRRF office, 6 Garamond Court, Toronto, Ontario Working from home during the Pandemic while the office is closed
<b>Salary Range</b>	The hiring salary range for the position is from <b>\$80,000 to \$100,000</b> commensurate with experience and qualifications. CRRF offers a comprehensive benefit package which includes three weeks of vacation, 4% of annual income towards RRSP plan, and life, disability, medical and dental care insurance.

Probationary Period 180 days.

## **Job Summary**

To develop, direct, implement and evaluate CRRF's communications strategies and initiatives consistent with CRRF's mandate and Strategic Plan, in order to:

- Raise CRRF's profile across Canada, and to increase public awareness of the important need to eliminate racism and racial discrimination
- Collaborate with business, labour, voluntary, community and other organizations, as well as public institutions and all levels of government, in instituting and supporting programs and activities related to CRRF's mandate

## **Job Duties and Responsibilities**

### **a. Communications and Public Relations**

- Develop and implement overall communications strategies and plans which include social media, traditional media, policy positions and web engagement for CRRF initiatives  
and activities, taking into consideration the image, message and positioning, mandate, mission, goals and priorities of the Foundation
- Develop a plan to enable and nurture online interaction, and a plan for active dissemination of existing research, media and learning toolkits and resources
- Draft parliamentary responses, speeches, news releases, correspondence, articles and Q&As, as required
- Research issues and prepare briefing notes, as required
- Assure quality and appropriateness of CRRF communications activities, whether internally or externally produced, make recommendations to the Executive Director as to when CRRF should speak out publicly
- Develop plans for, and provide support to, Board members with regard to speaking in public and with the media
- Ensure a consistent image among all the communication vehicles and tools
- Develop vehicles and tools for communicating to the public about relevant issues (e.g. E-bulletin, Newsletter and Annual Report)
- Oversee the production and delivery of CRRF major reports (such as the Annual Report) as needed
- Ensure overall high-quality content and presentation of CRRF website, publications and materials
- Monitor the Foundation website and insure high quality and consistency of content and presentation
- Represent CRRF professionally on external committees or at meetings/events, as required

- Provide relevant, timely reports and/or updates on the Communications function as required (Board meetings, management meetings, Annual Report, Newsletter and reports in compliance with the relevant parliamentary regulations)

**b. Media Relations**

- Develop and maintain a media relations strategy, and effective media networks to enhance CRRF's media profile
- Develop and implement effective internal media management systems
- Advise Executive Director of sensitive issues/events which may require CRRF's response, and provide effective and timely advice, recommendations and implementation appropriately
- Planning and coordination of press conferences
- Develop and maintain a tracking system for daily and weekly media monitoring, including media scanning and preparing reports on a regular basis to staff and Board members
- Maintain and update the media contacts database
- Field media requests and inquiries from the general public, as appropriate

**c. Editing**

- Edit CRRF documents for public release as required
- Edit content for the website and social media before posting, as required
- Draft CRRF promotional/marketing documents
- Edit CRRF Newsletter, including drafting and editing documents
- Review translated documents as required

**d. Other**

- Contribute to the development of strategic planning and annual budget
- Provide relevant, timely reports and/or updates as required (Board meetings, Annual Report, Newsletter and reports in compliance with relevant parliamentary regulations)
- Manage partnerships for special communication projects
- Perform other job-related duties as assigned
- Review current state and effectiveness of the Clearinghouse, and update its objectives and goals
- Be available for Board meetings and/or other committee meetings as required

**Regional/Community/Sector Liaison**

- Keep abreast of relevant issues, develop and maintain professional networks and relationships with individuals and key communities; initiate appropriate actions in consultation with the Executive Director, and coordinate related activities as appropriate
- Keep abreast of relevant issues, develop and maintain professional networks and relationships with individuals and/or groups in the Media and Government sectors; initiate appropriate actions in consultation with the Executive Director, and coordinate related activities as appropriate

- Work with Regional Coordinators on communications matters

### **Education, Experience, Knowledge, Skills and Attributes:**

- Post-secondary education, in Communications or Journalism
- Minimum five years managerial experience in Communications and Public Relations. Minimum three years supervisory experience
- Knowledge and understanding of public policy and legislative issues related to systemic and episodic discrimination, race relations, prejudice and hate crime.
- Ability to analyze, create plans for and implement strategic solutions and related goals
- Ability to supervise and train assigned staff including organizing, prioritizing, and scheduling work assignments.
- Strong interpersonal and communication skills
- Excellent planning, organizational and problem-solving skills
- Proficiency in using computer technology & Internet & web content management
- Knowledge of Desktop Publishing Software is an asset
- **Proficiency in both French and English**

### **Personal Attributes:**

- Able to work independently and in a team
- Resourceful and able to adapt and manage changes
- Trustworthy, discreet
- Sound judgment
- Diplomatic and politically acute
- Able to take initiative; be proactive
- Thorough, reliable and accurate
- Able to work well under pressure and meet deadlines

You must meet all essential qualifications in order to be appointed to the position. Other qualifications may be a deciding factor in choosing the person to be appointed. Some essential and other qualifications will be assessed through your application process.

### **Contact Information**

To find out more about the CRRF and this job opportunity, please visit our website at [www.crrf-fcrr.ca](http://www.crrf-fcrr.ca)

Interested Canadian candidates are asked to submit their curriculum vitae with a cover letter and availability date till **November 22, 2020** to:

Arsalan Tavassoli MA, CPA  
Director, Finance and Administration  
Canadian Race Relations Foundation

By email: [hr-rh@crrf-fcrr.ca](mailto:hr-rh@crrf-fcrr.ca)

By mail:

6 Garamond Court, Suite 225  
Toronto, Ontario M3C 1Z5  
Tel/Tél: 416-441-1900 | 1-888-240-4936

While all responses will be appreciated and handled in strictest confidence, only those being considered for interviews will be acknowledged.