

# JOB POSTING

POSTING #: 2022-43

## MANAGER- STAKEHOLDER COMMUNICATIONS

### THE OPPORTUNITY

*Join one of the [Top 100 Charity Organizations](#) today! Since 2010, Charity Intelligence has awarded Eva's with the highest rating available based on financial transparency, accountability to donors and cost-efficiency.*

#### **Eva's Turns Youth Homelessness into Home**

Black and Indigenous youth and young people of color are overrepresented in homeless shelters and transitional homes in Toronto. They face higher rates of housing insecurity and barriers to accessing long-term housing due to the legacy of colonialism and anti-Black racism.

Eva's is rooted in the principles of social justice. If you have a history of working in social justice; have experience working in homelessness and/or housing; and want to be a leader in one of Toronto's most pressing social issues, read on.

By working with Eva's, you'll be doing more than helping give youth shelter. You'll be giving them strength for the future.

Eva Maud Smith (1923-1993), a Jamaican immigrant, was a community leader who shed light on hidden youth homelessness. Her trailblazing advocacy resulted in the creation of Eva's Initiatives commonly referred to as Eva's. Eva's is an award-winning organization that provides shelter, transitional housing, and programming to help young people build brighter futures free of homelessness. The organization is moving towards operating from an Anti-Black Racism paradigm using a harm reduction approach with innovative, client-centered services to respond to the complex needs of homeless and street-involved youth who may also actively use substances and alcohol. This includes providing substance users with safe supplies to prevent harm associated from unsafe use.

### RESPONSIBILITIES

The Manager, Stakeholder Communications is responsible for contributing to the development of Eva's marketing and communication strategy to support the goals and reputation of the organization, and to manage the operational components of all key stakeholder communications-related aspects of that strategy. Specific responsibilities will evolve, based on the business needs, but will generally include:

- ◆ Implementing and evaluating the elements of the marketing communications strategy relating to key stakeholder requirements (both internal and external stakeholders).

- 📌 Working closely with the Equity, People and Culture, and Programs and Services departments and the Senior Leadership Team to conduct operational oversight of a cohesive internal communications aligned with Eva’s guiding principles and business strategy.
- 📌 Overseeing the development and delivery of focused marketing communications projects and products to engage and inform a wide variety of specific audiences including, staff, board, volunteers, media, youth, and both existing and potential government and community partners and donors.
- 📌 Leading the development and distribution of Eva’s annual impact report, which includes supporting the organization’s outcome and output tracking and reporting.
- 📌 Assisting in the oversight of the organization’s media relations activities and protection and amplification of Eva’s brand reputation
- 📌 Supporting the refinement and roll-out of Eva’s brand positioning, honouring Eva Smith and the legacy of our organization.
- 📌 Overseeing government relations activities for Eva's including tracking key issues impacting the organization, relationship management with stakeholders and advocacy
- 📌 Leading new projects relating to advancing Eva’s communications strategy
- 📌 Guiding and overseeing the evaluation, optimization and evolution of Eva’s messaging and vehicles.
- 📌 Leading and developing the Stakeholder Communications team.

## PROBLEM SOLVING

The Manager, Stakeholder Communications is a senior operational Communications resource, with deep expertise in communications principles, strategies, and tools. This position is depended upon to be able to analyze and resolve complex communication challenges using both critical thinking and evaluative judgement. This individual is expected to apply expertise pro-actively to to identify the most effective vehicles and positioning to engage and influence stakeholders and the broader community, understanding the broader organizational goals, and the communications needs of the specific target audience. Problem solving relating to media or government relationships is also required.

## DECISION MAKING/INDEPENDENCE OF ACTION

Trusted as a subject matter expert to make and implement evaluative decisions on stakeholder communications issues in somewhat vague situations, involving differing perspectives or multiple variables, considering the impact on other departments or teams. Is very thorough in seeking and evaluating relevant information, and probes to obtain a full understanding of “what and why.” Analyzes multiple variables to model “what-if” scenarios and determines appropriate decisions to support Eva’s goals and objectives, within the boundaries of Eva’s guiding principles and established policies.

## MANAGING AND LEADING

This position is a key member of the Communications leadership team. With general direction from the Director, Communications, and collaboration with the Manager of Digital Content and Brand, it provides experienced operational leadership, guidance and coaching to a focused group of individual contributors. It holds independent responsibility for the selection and development of its team, and the latitude to make employment decisions and assign responsibilities within the team. As a subject matter expert, it is

also depended upon to contribute to the most complex work, to provide recommendations and input into strategic communications issues, and to provide stakeholder communications guidance as required.

## PHYSICAL EFFORT

This position requires low intensity physical effort. It is a standard office position, requiring a great deal of sitting in an ergonomic position, with freedom to move at will. While there is no requirement for notable physical effort, cooperation and support of other staff is encouraged where appropriate. For example, this may take place at events or time-sensitive situations, site relocations, etc.

## MENTAL EFFORT

This position requires a moderate degree of mental effort to concentrate on complex communication/functional issues; remain on top of group objectives and/or budget; resolve challenging operational issues; and/or deal effectively with confrontational or other stressful situations related to team leadership or stakeholder communications.

## WORKING CONDITIONS

Works in a comfortable office or home environment, may be expected to travel outside of the GTA on an occasional basis. Travel would generally be one week or less to attend conferences or trainings, or to support project deliverables. During travel, working conditions will be restricted to safe and comfortable offices and/or tradeshow/conference venues. Some travel between Eva's sites may be required.

## QUALIFICATIONS

- ◆ This position requires a broad, post-secondary degree or diploma in Communications, Journalism or Marketing, and 10 years of progressive experience in marketing, communications, journalism and/or corporate communications
- ◆ Experience leading a team of administrative and professional staff
- ◆ A proven track record in stakeholder communications, with understanding of trends and emerging opportunities
- ◆ Experience in a non-profit, charitable environment is an asset

## SKILLS AND COMPETENCIES

- ◆ Strong leadership skills
- ◆ Competency in anti-racist, anti-oppressive practices and understanding of the principles of equity, diversity and inclusion
- ◆ Ability to recruit, manage, coach and mentor staff, in addition to performance management of staff, as required
- ◆ Confidence and competency in managing relationships with media and government representatives
- ◆ Able to work under pressure
- ◆ Able to time manage a busy and fast changing workload
- ◆ Ability to meet deadlines
- ◆ Flexible and able to multi-task with evolving timelines and priorities

- 📌 Strategic thinker with strong analytical and planning skills
- 📌 Excellent writing skills tailored for multiple platforms/audiences and ability to use language wisely
- 📌 Creative and innovative thinker; high ethical standards
- 📌 Strong planning and evaluation skills with an ability to work across teams and meet tight deadlines
- 📌 Ability to work independently, multi-task, and set team priorities
- 📌 Strong interpersonal communication skills and a sense of humour

## APPLY

Submit a cover letter and resume in one PDF document by [June 24, 2022](#) to [careers@evas.ca](mailto:careers@evas.ca). Be sure to indicate [2022-43 Manager, Stakeholder Communications](#) in the title. No phone calls, please.

## CONDITIONS OF EMPLOYMENT

The City of Toronto has put in place a mandatory vaccination directive for City-funded shelters, and Eva's is obligated to comply with this legislation as per our funding agreement. In view of this, new Eva's employees are required to be fully vaccinated against COVID-19 as a condition of hire. New Eva's employees will be required to provide proof of full vaccination status to the People and Culture team via an upload in ADP upon been granted access. This information will remain confidential and will not be disclosed to Eva's staff or management. New Eva's employees will be entitled to reasonable accommodation in accordance with human rights legislation.

Please note that as a condition of employment, the successful applicant must complete a Vulnerable Sector Screening Police Reference Check. Eva's would like to thank all applicants for their interest; however, only those selected for an interview will be contacted. In keeping with our ongoing efforts to represent the diversity of our community, we strongly encourage people from diverse groups to apply. In accordance with the Accessibility for Ontarians with Disabilities Act (AODA), Eva's provides accommodation, accessible formats, and communication supports for the interview upon request.

Eva's is strongly committed to a workforce that reflects the diversity of the populations we serve. We encourage applications from all qualified individuals including applicants from all cultures, racialized communities, abilities, diverse sexual and gender identities, and others who may contribute to the further diversification of ideas. We are committed to a selection process and work environment that is inclusive and barrier free.

Eva's has taken active steps to reduce the risk of transmission within our shelters, click here to learn what we are doing: <https://www.evas.ca/blog/covid-19-update/>

## LAND ACKNOWLEDGEMENT

We acknowledge the land we occupy is the traditional territory of many nations including the Mississauga's of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississauga's of the Credit and the Williams Treaty signed with multiple Mississauga's and Chippewa bands.

We also acknowledge all Treaty peoples – including those who came here as settlers – as migrants either in this generation or in generations past - and those of us who came here involuntarily, particularly forcibly dis-planted Africans, brought here as a result of the Trans-Atlantic Slave Trade and Slavery.

### LOOKING TO LEARN AND GROW WITH US?

Check out all our employment opportunities on our website at <https://www.evas.ca/employment/>

#### **Eva's Initiatives for Homeless Youth**

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Connect with us @evasinitiatives