



**Caledon Parent-Child Centre
150 Queen St. S.
Bolton, ON L7E 1E3**

POSITION POSTING

Position: Community Worker
Summer Employment – 30 hours/week (9 weeks)
Anticipated Start Date – June 27, 2022

Accountability: Reports to Manager of Community Relations & Volunteers (MCR&V)

Who We Are

Caledon Parent-Child Centre (CPCC) is a non-profit, charitable organization serving Caledon and surrounding areas. We provide a safe space for families to access high-quality programs and services for themselves and their children. We are an inclusive community hub, promoting positive outcomes for children, while connecting families to each other and community resources. We tailor our work to respond to community needs. We work to reduce the barriers to an exceptional childhood by supporting parents/caregivers and their capacity to parent. Our staff responds with empathy to common caregiving concerns, and promotes health and positive social, emotional and physical development of children.

The Position

The Community Worker will work on behalf of the CPCC to support the implementation of a comprehensive digital marketing, outreach and community engagement strategy. Under the supervision of the Manager of Community Relations and Volunteers (MCR&V), the Community Worker will:

Areas of Responsibility

- Work with the MCR&V in all aspects of community engagement and in determining barriers and solutions to barriers (traditional and non-traditional) to engagement with families.
- Assist with the development of varied digital/video marketing strategies to promote CPCC in-person and virtual programs and initiatives.
- Assist with the development of targeted social media and digital campaigns using various platforms.
- Create photography and video marketing content to capture testimonial, promotional video clips, specific programs, and activities to be used in future CPCC promotions to increase family and stakeholder engagement.
- Assist with website and CMM backend maintenance, electronic newsletter development, and staff training to understand and use effective digital/video technologies, apps, and programs.
- Assist in planning and executing community virtual and/or live outreach/fundraising events.
- Gather and share analytics to ensure the special projects as required and assigned.
- Perform other administrative duties and special projects as required and assigned.

Note: Due to Covid-19 we may be working and providing programs both in person and virtually. CPCC follows the advice and requirements as set by Provincial and Peel Public Health directives.

Skills & Qualifications

- Applicants must be between 15 to 30 years of age (inclusive) at the start of employment.
- Relevant post-secondary education with an understanding and competency in outreach, community development, community engagement and digital/social media.



- Knowledge of best practices and experience creating content for social media platforms including YouTube, Facebook, Instagram (including Reels & Stories), LinkedIn and Twitter.
- Some relevant experience working with young children 0 to 6 years of age preferred.
- Must be able to work both independently and as part of a team.
- Strong interpersonal, leadership and organizational skills.
- Computer literate.
- Valid driver's license, clean driving record and access to a reliable vehicle is required.
- Current First Aid and CPR-C certification an asset.
- Successful completion of Criminal Record Check (including Vulnerable Sector Screening) is required.
- Ability to work flexible hours (including evenings, weekends).
- Able to lift approximately twenty-five pounds and travel to our rural mobile sites, as needed.
- Additional languages an asset.

Program Requirements

Applicants must be legally eligible to work in Canada and must fulfill all the requirements of the Canada Summer Jobs program.

Qualified applicants can submit their \ resume no later than **4:00 p.m. on Monday, May 16, 2022**

Caledon Parent-Child Centre is an equal opportunity employer and encourages applications from all qualified individuals for positions posted. We value the diversity of the people we hire and serve and foster a workplace where individual differences are recognized, appreciated, respected, and responded to in ways that fully develop and utilize each person's talents and strengths. Efforts will be made to hire youth who self-identify as being part of the groups which are underrepresented or have additional barriers to the labour market.

In accordance with the Accessibility for Ontarians with Disabilities Act and all other applicable legislation, Caledon Parent-Child Centre is pleased to accommodate individual needs for applicants with disabilities within the recruitment process. Please advise if you require an accommodation to ensure your equal participation in the recruitment and selection process.

Job Contact Information

Shelly Ives
Manager of Community Relations and Volunteers
Caledon Parent-Child Centre
150 Queen St. S.
BOLTON, ON L7E 1E3

Email: sives@cp-cc.org
For more information visit: <http://www.cp-cc.org>

We thank all applicants; however. Only those selected for an interview will be contacted.