

Job Posting: Communications Specialist

Contract type: Full-time

Start date: June 2025

Location: Remote

Closing date: May 7, 2025 at 5 pm EST

Hours of work: Monday to Friday, 9 am to 5 pm EST

Starting Salary: \$60,000 – \$65,000

Benefits: A generous benefits package will be included following the end of the probationary period. The package includes health and dental benefits, AD&D, long-term disability, life insurance, and an employer-sponsored RRSP. Group and individual professional development opportunities are also provided to staff.

Paid time off: Four weeks (20 days) of paid vacation and 10 paid sick days per year. CCHR also typically closes between Christmas and New Year's Day, providing additional paid days off.

About CCHR

The Canadian Centre for Housing Rights (CCHR) is one of Canada's oldest charities working to advance the right to adequate housing. Founded in 1987, CCHR has worked tirelessly for over 38 years at the intersection of human rights and housing and is one of Canada's leading NGOs working in the area of social and economic rights. CCHR works to advance the right to adequate housing by:

- **Serving clients to help them stay housed:** CCHR provides free services to tenants facing eviction and human rights violations in their housing, and we are experts in these fields. Each year we provide services to over a thousand tenants, and we are highly effective in ensuring that some of the most vulnerable Ontario renters remain in their homes.
- **Providing education and training about housing rights:** CCHR provides public education and training on housing rights and human rights in housing to diverse groups across Ontario, reaching approximately 4,000 people annually. We work with community partners to train individuals and communities about their housing rights and how to assert them, and we engage with landlords to educate them about their obligations as housing providers.

- **Advancing rights-based housing solutions:** CCHR advances rights-based housing solutions through research, policy development, advocacy and law reform. Notable achievements include setting a legal precedent preventing landlords from discriminating against renters who receive social assistance, launching a constitutional challenge against the federal government for failing to take action against homelessness, and coordinating the Right to Housing Toronto (R2HTO) network.

Working at CCHR

CCHR is a collaborative and cross-functional team of about 30 motivated professionals working across Canada, linked by our commitment to advancing the right to housing. Over the past three years the organization has grown fivefold, expanded our work nationally, and developed innovative ways to engage communities, individuals and organizations to support rights-based housing solutions. CCHR's next strategic plan aims to tackle Canada's housing affordability crisis head on through initiatives that promote affordability, equality and security of tenure across the country. CCHR's five functional teams (Services; Education and Community Initiatives; Policy and Law Reform; Research; Communications) work collaboratively in service of advancing our mission.

CCHR's head office is located at the Centre for Social Innovation (Spadina location), an exciting, shared workspace that houses 250 non-profits and social innovators in downtown Toronto. It is accessible by transit and offers substantial opportunities to network with like-minded people and participate in a mission-driven, innovative community through various events both in person and virtually. CCHR's team works primarily remotely, and our office offers several workstations which are available to staff who would like to work from the office on a part-time or occasional basis or who are visiting Toronto from their home region.

About the role

We are seeking a creative, insights-driven communications professional with strong skills in digital communications, content development, and advocacy campaigning. You will be part of a cross-functional team with an ambitious goal of advancing the right to housing across Canada. In this role, your ability to juggle multiple responsibilities under tight timelines is essential. If you are a self-starter with demonstrated experience executing strategic communications plans, developing compelling communications products, and running advocacy campaigns, this could be the right role for you.

Reporting to the Director of Communications, the successful candidate will be a key player in the design, development, and execution of communications strategies and initiatives that support CCHR's mandate to tackle Canada's housing crisis. The role requires significant knowledge of communications tactics to amplify knowledge and mobilize audiences to take action, and strong skills in digital communications, writing

and content development, graphic design, project management, and cross-team collaboration.

Responsibilities include:

Strategic Communications

- Design and execute strategic communication and marketing initiatives that advance the organization's goals and mission.
- Work closely with and support senior management to develop and execute CCHR's communications strategy in consultation with staff across the organization.
- Lead the implementation of CCHR's communications calendar, liaising with CCHR departments to plan and coordinate communications deliverables and activities.
- Provide recommendations on future communication strategy development, structure, functions, and activities.
- Monitor sector news and trends and track CCHR's media coverage.
- Build and maintain media lists and identify opportunities to proactively pitch stories through media outlets as appropriate.
- Provide communications advice to management.
- Stay informed of new platforms and guide potential uptake by CCHR.
- Track website, social media and e-communications metrics and KPIs.
- Collaborate with internal teams, external stakeholders, media, and community organizations.
- Represent the department at internal and external events.

Content Development

- Create and manage content across digital and print platforms, including websites, newsletters, social media, and promotional materials.
- Distill complex policy and legal language into plain language and write compelling key messaging for diverse audiences.
- Draft engaging communications materials, including press releases, statements, articles, project case studies, and e-newsletters.
- Develop, design, maintain, and disseminate communications and marketing materials in both print and digital formats.
- Review graphics, edit images, and design marketing layouts for campaigns and exhibitions.
- Produce shareable digital content, including videos and multimedia.
- Manage content deadlines and production schedules for publications.
- Conduct simple keyword research and use SEO best practices.
- Maintain brand consistency and visual storytelling through graphic design, photography, and multimedia production.
- Manage CCHR's image library and marketing resources.

Web & Digital Engagement

- Evaluate and update websites for usability, accessibility, layout, and content relevance.
- Support the evolution of CCHR's website to serve as a tool for donor engagement and as a knowledge hub.
- Draft and publish content to build online engagement.
- Support and, where appropriate, manage CCHR's digital communications strategy.
- Stay current with design software, social media trends, and digital communication tactics.
- Contribute to digital knowledge mobilization and policy advocacy campaigns.

Qualifications

- A university degree or college diploma in Communications, Marketing, Journalism, Public Relations, or a related field.
- Minimum of 4 years of hands-on experience in a communications role.
- Outstanding written and oral communications skills in English. Professional proficiency in French is an asset.
- Demonstrated ability to develop clear and compelling content for a variety of purposes and diverse audiences.
- Experience managing websites, social media platforms, graphic design software, and preparing marketing analytics reports.
- Strong project management skills.
- Experience with SEO, mobile responsive design, Web Content Accessibility Guidelines (WCAG), and AODA compliance.
- Strong proficiency with Microsoft 365 and MS Office, WordPress, Mailchimp, Canva, and Adobe Creative Suite (Photoshop, InDesign, Premiere Pro).

Skills and attributes:

- Excellent organizational, analytical, and problem-solving skills.
- Strong strategic thinking, political acumen, diplomacy, discretion, and judgment.
- Ability to work independently under pressure and adapt quickly to shifting priorities.
- A proactive, flexible attitude with a focus on impact and quality

Assets:

- Professional proficiency in French.
- Proficiency in digital advocacy tools and CRMs (New/Mode, NationBuilder, EveryAction, Action Network, etc.).
- Experience with project management software (Asana, MSPProject etc.).
- Knowledge of the right to housing, human rights law, or the housing and social services sector.

We recognize and value the unique perspective that people with lived experience of poverty and/or precarious housing bring in addition to the qualifications listed above.

To apply for this job

Applications should include a resume and cover letter in one PDF document submitted by email to opportunities@housingrightscanada.com with the subject line: Application – *Communications Specialist*.

At CCHR, we believe that a workforce that reflects the diversity of the communities we serve strengthens our ability to achieve our mission. We strongly encourage applicants of all genders, racial, ethnic, and cultural backgrounds, sexual orientations, abilities, and with a range of life experiences to apply.

We are committed to full compliance with the *Human Rights Code*, the *Accessibility for Ontarians with Disabilities Act*, the *Occupational Health and Safety Act*, and all other applicable legislation. We will provide accommodation during the hiring process upon request and information received relating to accommodation measures will be addressed confidentially.

*We thank all applicants for their interest.
Only candidates selected for an interview will be contacted.
No telephone enquiries, please.*