

Fred Victor, Director, Communications and Marketing

Fred Victor Centre acknowledges this land, known as Tkaronto, and honours the stewardship, past, present and future of the Wendat, the Chippewa, the Haudenosaunee, the Anishinaabe, and most recently, the Mississaugas of the Credit First Nation. Tkaronto is part of the Dish With One Spoon Territory.

Fred Victor Centre is a social service charitable organization committed to improving the health, income, and housing stability of individuals experiencing poverty, homelessness, and mental health and substance use struggles in Toronto. Serving more than 3,000 people each day across 20 sites throughout the City and having served countless individuals over its 125-year history, Fred Victor ensures that the people interacting with the organization are treated with respect and unconditional positive regard. Going a layer deeper, the organization is committed to creating healthy and thriving communities where every person has a home and access to opportunity.

Equipped with a [Strategic Plan](#) to meet the demands of Toronto's and Canada's homelessness and poverty crisis that have been amplified by the COVID-19 pandemic, Fred Victor is poised to expand the reach of its services. It is within this context that Fred Victor invites applications for the role of **Director, Communications and Marketing** – a position that will play an integral role in honing the power of storytelling to capture the human spirit and resilience of the Fred Victor community.

Reporting to the VP, Philanthropy and Communications, the successful candidate will lead the development and execution of the *Communications and Marketing Plan* to engage staff and increase public awareness of Fred Victor and its work to end homelessness. Working alongside the CEO's office and senior leadership team, the incumbent manages a range of activities and portfolios, including overseeing the creation and delivery of an internal communications plan that informs, celebrates, and engages staff; leading and supporting a team of marketing, communications, and brand specialists; overseeing the development of creative briefs, request for proposals, and campaign creatives; identifying and pursuing media opportunities to communicate the organization's mission and values; and applying an equity lens to the development of protocols and guidelines around the collection and distribution of stories/images at Fred Victor. The successful candidate is a self-starter capable of mobilizing resources and navigating networks to bring to life communication and marketing initiatives that move the heart and soul.

The individual most likely to realize success in the role brings several years of experience in communications and media relations in the not-for-profit sector space, ideally garnered within an organization rooted in social advocacy. The Director, Communications and Marketing possesses strong leadership and effectiveness in strategic planning as well as offering sound counsel to senior leadership in areas of fundraising, human resources, and external relations. They are a strong verbal and written communicator who is well versed in championing an organization by developing, engaging, and creating content on different mediums (online, print, multimedia, etc.). They are a keen collaborator capable of

bringing a socio-politically informed, anti-oppressive lens to their engagement with tenants, staff, volunteers, public officials, and donors to promote dialogue on how best to advance the needs of the Fred Victor community. The person most likely to realize success in the role brings administrative experience in budgetary and human resources management. They will hold a degree or diploma, preferably in a discipline related to the portfolio (e.g., communications, marketing, etc.).

Fred Victor strives to foster a workplace that reflects the diversity of the community that it serves and welcomes applications from all qualified candidates. To ensure an applicant list that has greater representation from Black, Indigenous, and People of Colour, thereby reflecting Canada's diverse population, Fred Victor is partnering with BIPOC Executive Search. All interested applicants are encouraged to apply; although Canadian citizens and permanent residents will be given priority. Interested applicants can send their resume to Shirley Ley by e-mailing sley@bipocsearch.com.

Fred Victor is also committed to developing an inclusive, barrier-free selection process and work environment. If contacted, please advise Shirley Ley at the e-mail address above if you require any accommodation measures to ensure you will be interviewed in a fair and equitable manner. Information received relating to accommodation requests will be treated with confidentiality.

All candidates offered a position with Fred Victor from September 30th, 2021, onward must be fully vaccinated and provide proof of their vaccination as a condition of employment. Fred Victor will comply with its Human Rights obligations and accommodate employees who are legally entitled to accommodation.

A Police Record Check is required by the final candidate prior to hiring.

The salary for the role of Director, Communications and Marketing will be around \$110,000, depending on skills and experience, plus 4-weeks vacation, a comprehensive dental and extend health plan with premiums 100% paid by the employer, unlimited access to employee and family assistance plan, and a 6.5% RRSP contribution on your behalf after 6-months of full-time employment. Hybrid work arrangements will be available for this position. We thank everyone for their expression of interest—and are truly appreciative of the time individuals put into applying—but with the limitations of time only those selected for an interview will be contacted.