



## Job Posting

<b>POSITION:</b>	Project Coordinator, Outreach and Community Engagement
<b>REPORTS TO:</b>	Executive Director, Alexandra Park Neighbourhood Learning Centre
<b>CONTRACT:</b>	June 2022 – April 2023 (41 weeks)
<b>HOURS:</b>	35 hours/week, Monday to Friday with occasional work on evenings and weekends
<b>COMPENSATION:</b>	\$30.00/hour + 4% Vacation Pay and health benefits after completion of probationary period
<b>APPLY:</b>	<b>By 5pm, Thursday, May 19.</b> Email resume & cover letter to Katie McLeod, Executive Director, at <a href="mailto:katie@apnlc.org">katie@apnlc.org</a> . Call 416-591-7384 x 402 with accessibility requests.

The **Alexandra Park Neighbourhood Learning Centre (APNLC)** is a community-based adult literacy program located in downtown west Toronto. APNLC is the lead organization on a project funded by the Ontario Trillium Foundation's Resilient Communities Fund which aims to develop an outreach strategy for three organizations in the downtown west end of Toronto.

The Alexandra Park (AP) Collaborative, comprised of **Alexandra Park Community Centre, Scadding Court Community Centre, and APNLC** has worked together to deliver community-based programs for over 20 years. This project will support the changing needs of our organizations and the communities we engage by creating and implementing a comprehensive outreach strategy.

The Project Coordinator will be responsible for developing the outreach strategy in cooperation with the AP Collaborative. They will also consult with the Centre for Connected Communities, and train and support a group of resident ambassadors who will conduct peer outreach in Alexandra Park and surrounding neighbourhoods.

### Responsibilities:

1. Liaise with AP Collaborative organizations to review existing outreach and engagement strategies, define community stakeholders, and identify key programs and services at each organization.
2. Create a resource tool that summarizes programs and services offered at each organization in the AP Collaborative and in the surrounding neighbourhood (Alexandra Park, Chinatown, and Kensington Market).
3. Recruit, train and supervise six Resident Ambassadors who will support outreach and engagement activities.
4. Work with the Centre for Connected Communities to deliver training to Resident Ambassadors and AP Collaborative staff on the Connected Communities Approach to outreach and engagement.
5. Design and implement a multi-faceted outreach strategy that includes peer outreach; strengthening relationships with local organizations; utilizing social media and digital marketing tools; and engaging residents at community events.
6. Work alongside Resident Ambassadors to conduct interviews with program participants to obtain video, audio and or written testimonials and stories.
7. In cooperation with consultants, develop outreach assets (e.g., videos, infographics, ads, data visualizations, photos, presentations, testimonials, flyers, web pages, social media posts) that demonstrate to residents the value of AP Collaborative programs and services.
8. Collaborate with marketing and communications team to plan and execute social media campaigns via Facebook, Instagram, Twitter, Tiktok etc.
9. Develop and deliver training for AP Collaborative staff that will enable them to implement the outreach and engagement strategy once the project concludes.
10. Collaborate with an evaluation team to design and implement ongoing and final evaluation tools.
11. Other related duties as assigned.

**Qualifications:**

1. Demonstrated commitment to working from a critical Anti-Oppression and Social Justice framework.
2. Minimum 3 years direct experience in the fields of Community Engagement/Outreach, Adult Education, Community Development, or a related and relevant field.
3. Post-secondary education in a relevant field (e.g., Community Work, Social Work, Project Management).
4. Experience coordinating neighbourhood-focused projects with multiple organizations and stakeholders.
5. Exceptional leadership, interpersonal communication, and conflict resolution skills.
6. Experience facilitating meetings, delivering training, and making presentations to a variety of audiences.
7. Excellent project and time management skills with an ability to respond to immediate tasks while implementing bigger projects over time.
8. Strong administrative/computer skills: word processing, spreadsheets, presentation applications.
9. Solid digital technology skills and familiarity with social media platforms and e-newsletter tools.
10. Exceptional written communication skills with experience summarizing information in easy-to-read formats.
11. Experience leading mentoring initiatives or coordinating volunteer boards/committees an asset.
12. Knowledge of the Alexandra Park neighbourhood or similar neighbourhoods in Toronto an asset.

**Other:**

- Must comply with Mandatory Vaccination Policy
- Role is a combination of remote and in-person work at 707 Dundas Street West
- All applications will be reviewed, but only those candidates selected for an interview will be contacted