

About CP Planning

CP Planning is a fast growing non-profit practicing a human rights approach to community planning. Through this approach, multi-sector and multi-disciplinary collaborations guide for land use planning reform that upholds the economic, social, and cultural rights of marginalized people to have access to good housing, good jobs, an adequate standard of living, and cultural expression.

Founded in 2017, CP Planning designs, implements, and advises on national, city-wide, and neighbourhood specific affordable housing strategies to protect and increase affordable housing supply. Approaches included research, project management and facilitation, community organizing.

Opportunity

Applications due: October 4th, 2022

Start date: November, 2022

Compensation: \$60,000-\$72,000

Commitment: 35 hours/week , 2-year contract

The CP Planning team is seeking an organized and adept self-starter who will bring creativity, attention to detail, and tactical problem-solving capability to the role of Communications Manager. The ideal candidate has experience designing, managing, and tracking the success of communications for non-profits dedicated to increasing social equity. This includes ensuring that day-to-day communications materials apply a consistent design standard, key project messages are clearly communicated, and communication tools are easy to use and accessible for a wide diversity of audiences. The Communications Manager will work closely with the CP Planning team to implement the Roadmap for Redevelopment Plans to Confront Systemic Racism (Roadmap).

The Roadmap is designed to increase the protection and production of affordable housing by increasing the economic inclusion of racialized people to be participants and leaders in the planning, development, and management of housing. This includes the co-development and implementation of a Right to Remain strategy to ensure racialized renters are not displaced from their homes due to property owners raising their rents or properties being redeveloped as to capitalize on public investment in major transit infrastructure (such as an LRT). By year 2, this project team will have scaled to support

communities in Toronto, Peel, Hamilton, Kitchener-Waterloo, York, and Ottawa accomplish objectives of the Roadmap.

The ideal candidate lives in Toronto, Peel, or Kitchener Waterloo. This is a hybrid position, with the coordinator expected to attend in person meetings or events once in a while. As CP Planning collaborates with vulnerable communities, the ideal candidate must have direct experience conducting community engaged work and contributing to social justice.

Responsibilities

Strategy

- Create and steward a Roadmap communications plan that amplifies the project among key audiences, supports participating organizations with their communications activities and community outreach, and contributes to public education and audience mobilization around systemic racism in housing and the tenets of Inclusive Planning.
- Design and implement an engagement process that enables CP Planning team members and its network of grassroots, place-based, allied and/or partner organizations to provide ongoing feedback on the Roadmap communications plan and supports them in implementing its tactics.
- Help to coordinate, plan, and implement events for partners, funders, and stakeholders; this includes managing relationships with photographers, videographers, event planning consultants, and collaborators.
- Manage the CP Planning event and publication calendar and communications workflows
- Measure and report on public engagement with all communications materials.

Media Production

- Continually update the CP Planning website to share information on the Roadmap project
- Prepare social media content, posters, newsletters, and other material to disseminate project information or promote engagement in project activities.
- Create standardized templates and graphic design assets
- Lead the drafting of Roadmap bi-annual communication materials and Annual Report

- Copy-edit major presentations, reports, surveys, and other materials
- Liaison with key journalists and media outlets to prepare and execute public communication strategies

Qualifications

Essential

- Minimum 5 years of experience with communications design and coordination
- Comfortable working with Canva, Illustrator, InDesign, Word, PowerPoint and other digital tools
- Comfortable learning or implementing skills to create website content on Squarespace
- Demonstrated commitment to social justice, anti-racism, and anti-oppression via experience in community organizing or capacity building with racialized communities
- Understanding of design justice principles, web and social media accessibility standards, and the digital application of AODA guidelines.
- Effective communication skills, both written and verbal
- Be flexible to work remotely or in person, as needed

Desirable

- Fluency in French
- Familiarity with urban planning, city building, and or affordable housing topics

How to Apply

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Applicants are encouraged to send their application as soon as possible, as interviews may be scheduled on a rolling basis.

Applications sent via form on <https://cpplanning.ca/communications-manager> or via direct email to Connect@CPplanning.ca