



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 24, 2024

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

**Who We Are**

Caledon Parent-Child Centre (CPCC) is a non-profit, charitable organization that provides high quality programs for children, parents and caregivers in Caledon and the surrounding areas. The Centre is a hub, offering an important blend of services that strengthen families and assist them in the critical role of raising young children. Services include child development opportunities, early identification of developmental concerns, referrals to specialized services and supports, and parenting education.

**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 innovative and compelling 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 related to ongoing projects as required and assigned.
- Perform other administrative duties and special projects as required and assigned.

**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 as well as supporting applications such as Constant Contact, Canva, etc.
- 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, communication 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 Friday, May 17, 2024**

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](mailto: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.