



<b>FORM: Promotions &amp; Community Relations Co-ordinator</b>		<b>SECTION: Human Resources</b>
Corresponding Policy: Job Descriptions	Policy #: 3.375	<b>CHAPTER: Recruitment &amp; Selection</b>
		Approval Date: Jan/06

## Promotions & Community Relations Co-ordinator

**Job Title:** Promotions & Community Relations Co-ordinator  
**Reports to:** Executive Director

### Job Summary

To co-ordinate all promotion opportunities to increase awareness of Kawartha Child Care Services. The Promotions & Community Relations Co-ordinator will work with the marketing team to co-ordinate all promotions opportunities.

### Job Duties

1. Corporate
  - Follow all organizational policies and procedures of Kawartha Child Care Services.
  - Be aware of the strategic plan, mission statement and guiding principles of Kawartha Child Care Services.
  - Ensure compliance of the Day Nurseries Act, The Human Rights Code, Occupational Health and Safety Act, Canada's Food Guide, Employment Standards Act, Health Act, the Child and Family Services Act the local fire and health department requirements and the ability to meet the specifications of these Acts and any other regulations that apply to this position.
  
2. Operational
  - Responsible to promote the services available through Kawartha Child Care Services.
  - Track and report vacancies at each location to municipalities monthly.
  - Attend community functions as required by the Marketing Committee or the Executive Director
  - Seek out and get approval for promotional opportunities
  - Seek opportunities to promote services in each municipality
  - Support opportunities for parent education at all locations
  - Support the Social Committee and the annual staff appreciation committee
  - Seek opportunities for corporate donations
  - Make recommendations on new promotional opportunities and materials
  - Other duties as assigned
  
3. Human Resources
  - Refer potential employee/provider recruits to HR and Home Child Care
  - Co-ordinate staff for promotional activities
  - Participate in ongoing Professional Development opportunities to maintain awareness of all aspects of Kawartha Child Care Services
  - Maintain regular attendance, punctuality and submit accurate time sheets every two weeks.
  
4. Communications
  - Report to the Executive Director monthly.
  - Attend regular supervisor meetings
  - Ensure reports include all activities/participation in the community.
  - Use positive communication.
  - Read and use the communications book at all locations.



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- Use only marketing and promotional materials approved by Kawartha Child Care Services Marketing Team
- Ensure all correspondence prepared and distributed professionally on approved letterhead or memo form and has been proofread by a staff person at the administration office.
- Prepare and ensure press releases are sent out in a timely manner.
- Read meeting minutes from committee, board and staff meetings.
- Maintain confidentiality of all information related to children, families and staff.

5. Financial

- Follow the financial policies as they apply to this position.

6. Health and Safety

- Ensure that the OHAS Act is adhered to at all times.
- Comply with WHMIS legislation at all times.

**Qualifications**

Education

- Early Childhood Education Diploma

Experience

- Experience in promotion of licensed child care services

**Requirements**

- Satisfactory criminal reference check.
- Medical as required by the local Medical Officer of health.
- Familiar with emergent curriculum
- 5 years experience with Kawartha Child Care Services
- Reliable vehicle

**Competencies**

- Positive and enthusiastic
- Self-started possessing strong organizational and interpersonal skills
- Demonstrated ability to direct, instruct and care for children
- Ability to deal with non-routine situations
- Ability to handle emergencies, crisis or hostile behaviour
- Ability to maintain control in frustrating situations
- Ability to work co-operatively with others, while providing work direction
- Ability to use professional judgement on a daily basis within the guidelines established and agency policies
- Ability to provide direction to staff
- Ability to accommodate competing demands
- Ability to maintain neat and accurate records
- Ability to communicate effectively both orally and in writing with children, parents and staff and the community
- Ability to maintain confidentiality of all information related to children, parents and staff.
- Ability to carry/lift and carry/move moderately heavy items
- Ability to present oneself in a professional manner
- Ability to stand for extended periods of time
- Ability to work flexible hours
- Willingness to work in conditions involving exposure to frequent high noise levels, occasional inclement weather

**Job Classification**

- Other Professional



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### Performance Expectations Form

Position: Promotions Co-ordinator

Reports to: Executive Director

#### Duties

1. Maintain and update web site bi-weekly.
2. Publish internal newsletter bi-weekly.
3. Prepare quarterly report on status of marketing initiatives, vacancy rates that indicate need for marketing and up coming events.
4. Prepare an annual report that demonstrates the effectiveness of marketing plan.
5. Co-ordinate the annual staff awards dinner.
6. Participate in 12 community promotional events per year.
7. Chair the marketing committee by preparing reports, agenda and minutes quarterly.
8. Ensure marketing tools and external communications represent the Kawartha Child Care Services brand consistently.