

POSITION POSTING

Position:	Community Worker Summer Employment – 30 hours/week (9 weeks) Anticipated Start Date – Monday, June 23, 2025 \$18.20 per hour
Accountability:	Reports to Manager of Community Relations & Volunteers (MCR&V)

Who We Are

BrightStart Caledon Family Centre is a non-profit, charitable organization that has been proudly serving Caledon and surrounding areas since 1987. Programs and services are delivered from 3 permanent centres as well as mobile sites in rural communities through the use of a mobile unit and rented space. We provide a safe, inclusive and engaging space for families and children to connect, learn and grow through FREE, high-quality programs and services. We promote positive outcomes for children, while connecting families to each other and community resources. We tailor our work to respond to community needs, and work to reduce barriers to an exceptional childhood by supporting parents/caregivers and their capacity to parent. Our staff responds with empathy to common caregiving concerns, and promotes health and positive social, emotional and physical development of children.

The Position

The Community Worker will work on behalf of BrightStart Caledon to support the implementation of a comprehensive digital marketing, outreach and community engagement strategy.

Areas of Responsibility

Under the supervision of the MCR&V, the Community Worker will perform the following duties:

Community Engagement

- Assist in planning and implementing community-based outreach events/activities focused on children and families (with a particular focus on diverse and under-represented families).
- Engage with families, community members, and local organizations to promote BrightStart Caledon activities and services.
- Provide general information about the Centre's programs.

Digital Marketing and Social Media

- Develop engaging digital content (social media posts, photos, videos, etc.) to further our mission, promote events and services and increase engagement and visibility.
- Capture testimonial, promotional video clips within specific programs and activities to be used in future promotions to increase family and stakeholder engagement.
- Assist with the creation of email newsletters and other digital communications to reach target audiences.
- Monitor and analyze performance metrics and adjust strategies to optimize effectiveness.

Administrative Support

- Assist with general office duties as required and assigned, including responding to inquiries, updating CRM databases, data entry, etc.
- Work closely with Centre staff to ensure digital and social media content aligns with organizational goals and messaging.
- Collaborate with the staff team to provide a supportive environment and engaging early learning opportunities for children and families.
- Perform other duties and special projects as required and assigned.

Skills & Qualifications

- Relevant post-secondary education with understanding and competency in outreach, community development, community engagement and digital/social media.
- Computer literate with experience using social media platforms (YouTube, Facebook, Instagram (Videos, Reels & Stories), LinkedIn as well as content creation tools.
- Excellent written and verbal communications skills.
- Must be able to work both independently and as part of a team.
- Some relevant experience working with young children and families is an asset.
- Strong interpersonal, leadership, communication and organizational skills.
- 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

To be eligible, to apply:

- Applicant must be between 15 and 30 years of age **at the beginning** of the employment period* **and**
- Applicant must be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the *Immigration and Refugee Protection Act* for the duration of the employment** **and**
- Must have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

* *The youth must be 15 years of age at the beginning of the employment period. The youth may be more than 30 years of age at the end of the employment period as long as the youth was 30 at the beginning of the employment period.*

** **International students are not eligible participants.**

Additional information regarding eligibility requirements can be found online in the [Canada Summer Jobs Applicant Guide](#).

Qualified applicants can submit a cover letter and resume no later than **4:00 p.m. on Friday, May 2, 2025**

BrightStart Caledon Family 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, BrightStart Caledon Family Centre is pleased to accommodate individual needs for applicants with disabilities within the recruitment process. Please advise if you require accommodation to ensure your equal participation in the recruitment and selection process.

Job Contact Information

Shelly Ives
Manager of Community Relations and Volunteers
BrightStart Caledon Family Centre
150 Queen St. S.
BOLTON, ON L7E 1E3

Email: sives@brightstartcaledon.com

For more information visit: www.brightstartcaledon.com

We thank all applicants; however. Only those selected for an interview will be contacted.