

# Position Description – Bi-lingual Communication Specialist, Employment Ontario

## Position Description

<b>Position title</b>	<b>Bilingual Communication Specialist, Employment Ontario</b>
<b>Location</b>	Remote - Ontario
<b>Reports to</b>	Chief Operating Officer or delegate
<b>Direct reports</b>	N/A
<b>Travel requirements</b>	Remote Regional Traveller

## Position purpose

As the Service System Manager for Employment Ontario across Peel, York, Ottawa, and Toronto, WCG supports over 100,000 Ontarians annually on their employment journey through a robust network of Service Provider Partners and dedicated staff. The Bilingual Communication Specialist plays a vital role in ensuring that WCG communicates efficiently and effectively—internally with our teams and externally with our partners—keeping everyone informed, aligned, and engaged.

This role is 10% strategy and 90% execution, requiring a hands-on communicator who can translate complex and technical Employment Ontario (EO) program information into clear, accessible messaging in both English and French. Serving as a central resource for internal communications related to Employment Ontario program delivery, policy changes, and organizational updates, the specialist will support the delivery of timely updates, operational changes, and strategic initiatives across multiple channels, helping to build a cohesive and informed organizational culture.

Success in this role requires a deep understanding of Employment Ontario's systems and services, strong bilingual communication skills, and the ability to work collaboratively across departments and with external stakeholders. The specialist will be instrumental in enhancing transparency, supporting change management, and ensuring that WCG's mission and values are consistently reflected in all communications.

## Success measures

<b>Customer &amp; Community Satisfaction</b>	<ul style="list-style-type: none"> <li>WCG Employment Ontario partners consistently receive timely, accurate, and relevant updates regarding changes to policies, procedures, and practices.</li> <li>EO Program Communications are delivered in both official languages (English and French), ensuring accessibility and inclusivity across all regions served.</li> <li>Feedback from Service Provider Partners reflects high levels of satisfaction with the clarity, consistency, and usefulness of internal communications.</li> </ul>
<b>Financial Performance</b>	<ul style="list-style-type: none"> <li>Efficient dissemination of EO program information reduces duplication, errors, and delays, resulting in cost savings and improved resource utilization.</li> <li>Communication efforts support strategic priorities that drive performance-based funding outcomes</li> </ul>

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<b>People &amp; Team Satisfaction</b>	<ul style="list-style-type: none"> <li>Internal communication fosters a culture of transparency, collaboration, and engagement, reflected in high team morale and positive feedback from staff.</li> <li>EO employees feel informed and connected to organizational goals, contributing to lower turnover rates and stronger retention of talent.</li> <li>Communication tools and practices support inclusive dialogue and recognition across teams and regions.</li> </ul>
<b>Operational Performance</b>	<ul style="list-style-type: none"> <li>EO program communication strategies directly support improvements in service delivery, compliance, and quality assurance, as evidenced by positive trends in key performance indicators (KPIs).</li> <li>Technical and program-specific information is translated into clear, actionable messaging that enhances operational understanding and execution.</li> <li>Internal EO program communication processes are streamlined and responsive, enabling faster adaptation to policy changes and program updates.</li> </ul>

### Core Responsibilities:

<b>Internal Capacity Building</b>	<ul style="list-style-type: none"> <li>Support EO teams by developing and delivering clear, bilingual communications that enhance understanding of Employment Ontario programs, policies, and operational updates.</li> <li>With corporate marketing and communications, build communication capacity across departments by creating templates, toolkits, and best practices that promote consistency and clarity in messaging.</li> <li>Facilitate knowledge-sharing and collaboration among staff and service provider partners to strengthen alignment and engagement.</li> </ul>
<b>Systems Development and Optimization</b>	<ul style="list-style-type: none"> <li>Contribute to the development and refinement of internal EO program communication systems, tools, and workflows that support timely and effective information sharing.</li> <li>Ensure EO program communication platforms are accessible, user-friendly, and aligned with organizational standards and compliance requirements.</li> <li>Monitor and evaluate communication tools to identify opportunities for improvement and increased efficiency.</li> </ul>
<b>Operational Strategy &amp; Performance Improvement</b>	<ul style="list-style-type: none"> <li>Execute EO communication plans that support strategic initiatives and drive performance outcomes across the service delivery network.</li> <li>Translate complex and technical program information into accessible content that supports operational excellence and service quality.</li> <li>Collaborate with EO leadership, WCG corporate support functions (Including IT, Marketing and Communications, Legal and Finance), program teams and Service Providers to identify communication gaps and implement solutions that enhance service delivery.</li> </ul>
<b>Compliance and Risk Management</b>	<ul style="list-style-type: none"> <li>Ensure all internal and partner communications meet Employment Ontario standards, contractual obligations (including Ministry Guidelines), and accessibility requirements.</li> <li>Support audit readiness by maintaining accurate records of communications and contributing to the development of compliance-related messaging and resources.</li> </ul>

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	<ul style="list-style-type: none"> <li>Help mitigate risk by ensuring timely and accurate dissemination of critical updates and procedural changes.</li> </ul>
<b>Organizational Knowledge Leadership</b>	<ul style="list-style-type: none"> <li>Serve as a central resource for internal EO operational communications related to Employment Ontario program delivery, policy changes, and organizational updates.</li> <li>Language and tone of EO communications, documents and materials are consistent with WCG-wide standards and practices</li> <li>Maintain awareness of corporate marketing and communication team initiatives to align efforts where appropriate.</li> <li>Maintain and manage bilingual documentation, communication archives, and knowledge resources that support continuity and institutional memory.</li> <li>Support onboarding and training efforts by providing clear, consistent materials that reflect current program and organizational practices.</li> </ul>
<i>Other duties as required, including going beyond the job description whenever necessary</i>	

## Capabilities and experience

- Bachelor's degree in communications, marketing public relations, Journalism, or a related field, or equivalent work experience.
- Bilingual (English and French).
- Demonstrated experience in internal or corporate communications.
- Exceptional writing, editing, and storytelling skills.
- Proficiency in communication platforms (e.g., Microsoft Teams, SharePoint, email marketing tools).
- Strong interpersonal skills and the ability to work cross-functionally.
- Experience with change management communications is a benefit.
- Must successfully pass a Criminal Record Check.
- Sector experience (Employment Services) preferred.

## Preferred Attributes:

- Creative thinker with a passion for employee engagement.
- Comfortable working in a fast-paced, collaborative environment.
- Strong project management and organizational skills.

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