



## POSITION DESCRIPTION

**POSITION TITLE:** Director – Corporate Communications      **DEPARTMENT:** Corporate Communications  
**CLASSIFICATION:** Director      **APPROVED BY:** Chief Executive Officer  
**UNION:** Management – Non-Union      **DATE APPROVED:** September 19, 2024

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### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** Chief Executive Officer

**POSITIONS SUPERVISED:** Administrative Assistant – Corporate Communications, Communications Specialist, Graphics & Website Specialist

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### POSITION PURPOSE

The Director is responsible for providing effective leadership for Corporate Communications. He or she works collaboratively in a matrix structure with other leaders and programs to achieve desired organization goals, client experiences and outcomes. The incumbent provides direction for planning, implementation and evaluation processes. The Director is responsible for the allocation of budgeted resources, integration of quality, risk and utilization management systems, support of education and research, within effective communication and relationship processes in the achievement of Southern Health-Santé Sud Board ENDS, provincial and national standards and expectations.

The incumbent exercises an appropriate high level of initiative and independent judgment in determining work priorities, work methods to be employed and action to be taken on unusual matters. The position functions in a manner that is consistent with the mission, vision and values and the policies of Southern Health-Santé Sud.

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### ESSENTIAL FUNCTIONS AND BASIC DUTIES

Duties and functions include but are not limited to the following:

## **PROGRAM PLANNING, IMPLEMENTATION AND EVALUATION**

- Leads Corporate Communications (further referred to as Programs) planning, implementation, evaluation and reporting, in concert with the Southern Health-Santé Sud strategic plan, provincial directives and provincial and national standards
- Develops and maintains a Communications Plan following appropriate consultation and approval processes
- Ensures Programs planning is integrated across the continuum of care and is inclusive of input from staff, clients, families and the public
- Leads the development of Programs policies, procedures and guidelines that incorporate evidence-informed practice, quality care, management of risk and cost-effectiveness and is responsive to staff, client, public input and needs
- Ensures Programs policies, procedures and guidelines and processes are reviewed regularly and monitored for effectiveness meeting organizational and public needs
- Facilitates the interpretation, implementation and communication of regional and provincial policy directives pertinent to the Programs and respective teams
- Supports the Programs teams to implement, maintain and evaluate desired outcomes through the development of team action plans and regular communication, decision-making and feedback mechanisms
- Participates on regional and provincial committees to ensure coordination and consistency in the application and achievement of regional, provincial and national standards and desired outcomes
- Seeks opportunities to increase efficiency and effectiveness within the Programs
- Develops and sustains processes within Southern Health-Santé Sud identity, to ensure corporate and public communications and messaging is effectively, efficiently and consistently conveyed
- Develops, sustains and monitors processes to support public and media relations and inquiries
- Responsible for the management of the regional website, staff website and staff newsletter
- Prepares speeches and presentations for the Board of Directors and Chief Executive Officer
- Responsible for the leadership and coordination of events and campaigns planning
- Oversees quality control and design consistency to ensure a strong brand and positive regional image

## **CONTINUOUS QUALITY IMPROVEMENT AND RISK MANAGEMENT PROGRAM**

- Develops, monitors and evaluates quality improvement and risk management and mitigation initiatives within the Programs, inclusive of performance measures, utilization data, consumer complaints, occurrence reports, client satisfaction surveys, client and public input
- Prepares dashboard monitoring reports as required
- Ensures that standards and measures to meet patient safety are met or exceeded in collaboration with other programs
- Participates as an active member of the Regional Operations Centre, assuming duties of the Public Information/Communications Officer
- Leads programs and works collaboratively within the organization to meet Accreditation Canada Standards

## **HUMAN RESOURCE MANAGEMENT**

- Recruits, mentors, evaluates and disciplines personnel and manages performance accordingly
- Participates in labor relations matters as required, ensuring consistency in application across the Programs
- Provides leadership in reviewing, revising and implementing staff models across the Programs
- Works collaboratively with the team on contingency planning, in times of low or unusual staffing patterns
- Leads performance conversations with Programs personnel
- Ensures effective conflict resolution as required
- Applies relevant Human Resources policies and collective agreements as applicable

## **FISCAL MANAGEMENT**

- Participates in the development of the Programs budget
- Administers all Programs budgets and provides direction in achieving budget expectations
- Reviews, analyzes and participates in the variance reporting process
- Participates in identifying changes that optimize the utilization of resources

## **STAFF EDUCATION, PROFESSIONAL & PERSONAL DEVELOPMENT AND RESEARCH**

- Supports activities related to education and student placements
- Ensures education needs and skills analysis are conducted for Programs staff
- Promotes continuing education opportunities to meet identified learning needs; supporting succession planning and capacity building
- Engage in own continuous learning and competence and is accountable for own professional and leadership practice.
- Provides leadership, support and participation in research programs.
- Leads and develops processes to support education for media training, French language services, as well as compliance with graphics standards and branding

## **PARTNERSHIPS**

- Maintains and facilitates ongoing communications, collaboration and working relationships within Programs, the region, the francophone community as well as other provincial and external partners

## **GENERAL**

- Leads and supports corporate and provincial projects and initiatives as assigned
- Contributes to making the organization safe for patients, residents, clients and staff, and recognizes the importance of reporting unsafe situations and participating in follow up reviews as a learning opportunity
- Pursuant to the RHA Act, Southern Health-Santé Sud is a bilingual-designated RHA. All employees accept responsibility relative to “active offer” to ensure health services are evident, readily available and easily accessible in both official languages
- Performs other duties as assigned

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RESPONSIBILITIES AND ACCOUNTABILITIES ARE ASSIGNED IN BROAD ORGANIZATIONAL OBJECTIVES. THE POSITION IS SUBJECT TO REVIEW OF GENERAL EFFECTIVENESS AND ATTAINMENT OF OBJECTIVES THROUGH PERFORMANCE MEASUREMENTS.

## **PERFORMANCE MEASUREMENTS**

1. Achievement of essential functions and basic duties outlined above
  2. Performance reflects and is evaluated on the LEADS Framework and the ability to Lead self, engage others, achieve results and develop coalitions and support system transformation
  3. Professional practice and leadership as it reflects Southern Health-Santé Sud core values, policies, mission, vision and policies
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## **QUALIFICATIONS**

**EDUCATION/CERTIFICATION**

- Undergraduate degree/Post-secondary education in communications and public relations
- A suitable combination of post-secondary education and leadership and management experience relative to the position may be considered

**REQUIRED KNOWLEDGE:**

- Broad knowledge of computer office programs and proficiency with Microsoft Office
- Knowledge of quality improvement, risk management, patient safety initiatives and lean methodology

**EXPERIENCE REQUIRED:**

- Minimum of five (5) years' management experience
- Experience in leadership within integrated systems

**SKILLS/COMPETENCIES/CONDITIONS OF EMPLOYMENT:**

- Demonstrated proficiency in both official languages is preferred (French and English) - excellent, highly-refined French and English language skills – speaking, comprehension, reading and writing
  - Demonstrated strong leadership skills and knowledge of evidence informed practices in communication, public relations and French Language Services
  - Demonstrated excellent interpersonal and communication skills, to develop good working relationships at all levels in the organization external, local and provincial partners and the public
  - Demonstrated ability to manage multiple priorities and tasks simultaneously
  - Demonstrated ability to lead, promote innovation and initiate actions toward the achievement of goals
  - Demonstrated effective collaboration, negotiation and conflict resolution skills
  - Demonstrated ability to understand and is sensitive to the needs of a diverse population and adjusts interactions appropriately
  - Demonstrated ability, flexibility and willingness to change behavior and opinion in accordance with evidence informed practices and across different environments and cultures
  - Demonstrated ability to problem-solve in complex situations and effectively manage rapidly changing situations
  - Demonstrated ability to understand and adhere to the organization's values and standards of ethical behavior
  - Given the cultural diversity of our region, the ability to respect and promote a culturally diverse population is required
  - Demonstrated ability to respect confidentiality including paper, electronic formats and other mediums
  - Demonstrated ability to meet the physical and mental demands of the job
  - Good work and attendance record
  - Completes and maintains a satisfactory Criminal Record Check, Vulnerable Sector Search, Adult Abuse Registry Check and Child Abuse Registry Check, as appropriate
  - Requires a valid Class 5 driver's license, an all-purpose insured vehicle and liability insurance of at least \$1,000,000.00
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**WORK CONDITIONS:**

- No hazardous or significantly unpleasant conditions
  - May work occasionally evenings and weekends as necessary
  - Required to travel to other regional facilities and outside for provincial meetings
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*Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed job descriptions are an integral part of any effective compensation system.*

*All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills and abilities included have been determined to be the minimal standards required to successfully perform the position. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.*