

POSITION DESCRIPTION

POSITION TITLE:	Communications Specialist	DEPARTMENT:	Corporate Communications
CLASSIFICATION:	Graphics & Website Specialist	APPROVED BY:	Chief Executive Officer
UNION:	Non-Union	DATE APPROVED:	September 19, 2024

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Director – Communications

POSITIONS SUPERVISED: none

POSITION PURPOSE

The Communications Specialist assists with coordinating media requests and bilingual public relations including announcements and events planning with a focus to inform, educate and engage the public and stakeholders. This position assists with generating/publishing with a consistent voice. The incumbent has the ability to adapt to the audience through appropriate mediums of communication (i.e. digital, social, editorial). The Communications Specialist has an understanding and experience with graphic design and visual solutions across all platforms, ensuring the corporate bilingual identity and branding are followed. This position requires proactive critical thinking to mitigate adverse media coverage or outcomes. An acute understanding of the organizational structure, culture and relationships to support all aspects of the Corporate Communications portfolio.

The incumbent exercises the appropriate 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, values and the policies of Southern Health-Santé Sud.

ESSENTIAL FUNCTIONS AND BASIC DUTIES

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

- Advocates and observes legislated French Language Services (FLS) and Accessibility standards and associated regional policies
- Lead all aspects of media outreach, coordination and training as well as supporting external and internal communications
- Administers Media Intake, including but not limited to:
 - Liaise with media and handle requests for interviews, statements, photos, logo files, etc.
 - Fields all media requests, when appropriate, provides referencing materials to assist in responding to media requests, redirects to appropriate spokesperson, manages the flow to ensure consistent messaging and monitors response and coverage
 - Critical thinking or insight is applied in all media requests to mitigate adverse media coverage
 - Assists with communication strategies and coordinated messaging for senior leader response to media enquires

- Consults with provincial and Shared Health communications and other Service Delivery Organizations on health system topics and crisis situations to ensure a consistent and coordinated approach
- Manage public relations reporting by maintaining and tracking requests
- Monitor and analyze multiple media platforms to ensure our brand and values are well represented and relevant
- Manages the general email account, fields/redirects/responds to incoming enquiries and feedback received, applying the complaint management system process when appropriate. Maintains a log of all incoming inquiries.
- Assists with development of effective corporate communication strategies
- Collaborate with other team members to develop a strategic approach to increase awareness of our sites, programs and services for various platforms.
- Collaborates with program leads to develop internal and external communication strategies including graphic design, branding and messaging support (e.g. Public Health-Healthy Living health promotion and prevention)
- Works on broad initiatives or projects as assigned (i.e. lengthy reports, strategic plans, re-development projects)
- Drafts written communication and other outreach materials, observing excellent and refined language
- Performs daily media scans and disseminates to Senior Leadership
- Works collaboratively with senior leaders, provincial communications and other Service Delivery Organizations to coordinate regional and provincial events. This includes logistics, speech writing and press kits as required.
- Fosters relationships with advocates, media sources and key stakeholder organizations
- Collaborates and coordinates with regional sites, programs and services in anticipating, developing and executing media campaign and advertising strategies
- Disseminates education and information to established regional stakeholders, including information bulletins, promotion and prevention awareness stories, etc.
- Collects and analyzes performance indicators associated with media relations, reporting on findings and implementing enhancements as part of continuous improvement, quality assurance and risk management
- Contributes to regional reporting including dashboards such as Team Action Plans, annual and leadership reports
- Updates and maintains listings of provincial, media and stakeholder contacts
- Coordinates and submits the annual Yellow Pages Group provincial and regional directory submissions
- Contributes to developing self and others with a focus on skills and knowledge in self, colleagues and clients based on learning, continuous improvement, LEAN principles and communicating best practices
- 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 Regional Health Authority Act, Southern Health-Santé Sud is designated bilingual (English/French). Accordingly, all employees accept responsibility to support clients in their official language of choice
- Performs other duties as assigned

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

Performance will be measured against the above-identified essential functions and basic duties. The incumbent will exercise initiative in carrying out tasks and will demonstrate sound judgment and excellent time management

skills in determining the methods to apply to tasks. The position functions in a manner that is consistent with the mission, vision, core values and the policies of Southern Health-Santé Sud

QUALIFICATIONS

EDUCATION/CERTIFICATION:

- Undergraduate degree/Post-secondary education
- A suitable combination of post-secondary education and experience relative to the position may be considered

REQUIRED KNOWLEDGE:

- Broad knowledge of computer office programs and proficiency with Microsoft Office, Adobe Creative Suite programs and other media platforms for website and social media

EXPERIENCE REQUIRED:

- Minimum two (2) years' experience in working collaboratively with others, requiring initiative, independent decision-making and problem-solving within area of responsibility
- Experience with graphic design and visual solutions across all platforms
- Previous experience in a health care setting is an asset

SKILLS/COMPETENCIES/CONDITIONS OF EMPLOYMENT:

- Proficiency of both official languages is essential (English/French). Excellent and refined English and French language skills – speaking, comprehension, reading and writing
 - Demonstrated ability of:
 - excellent interpersonal and communication skills to develop good working relationships internally and with external, local and provincial partners including the public
 - planning, organizational, problem solving and fundamental decision-making skills congruent with responsibilities
 - capacity to work with minimal supervision, independently and as part of a team
 - adaptability, flexibility and willingness to change behavior and opinion in accordance with best practices and across different environments and cultures
 - consistent diligence with grammar and proofing with special attention to detail for all types of media platforms
 - meeting the physical and mental demands of the job
 - Given the cultural diversity of our region, the ability to respect and promote a culturally diverse population is required
 - Respect of confidentiality including all media platforms (i.e. paper and digital formats)
 - Good work and attendance record
 - A satisfactory Criminal Record Check, Vulnerable Sector Search, Adult Abuse Registry Check and Child Abuse Registry Check, as appropriate
 - A valid Class 5 driver's license, an all-purpose insured vehicle and liability insurance of at least \$1,000,000.00
-

WORK CONDITIONS:

- No hazardous or significantly unpleasant conditions
 - May work occasionally evenings and weekends as necessary
 - Will be required to travel to other regional facilities as the position duties may require
-

SALARY SCALE:

As per management non-union pay scale

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.