



## POSITION DESCRIPTION

**POSITION TITLE:** Graphics & Website Specialist      **DEPARTMENT:** Corporate Communications  
**CLASSIFICATION:** Graphics & Website Specialist      **APPROVED BY:** Regional Lead – Human Resources  
**UNION:** Out of Scope      **DATE APPROVED:** March 14, 2018

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### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** Director – Communications

**POSITIONS SUPERVISED:** None

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### POSITION PURPOSE

Reporting to the Director – Communications, the Graphics & Website Specialist is responsible to maintain the corporate bilingual public website and to coordinate the corporate bilingual identity and branding, this in compliance with regional and provincial French Language Services (FLS) policy and Accessibility Standards.

The incumbent exercises the 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:

- Advocates and observes legislated French Language Services (FLS) and Accessibility standards and associated regional policies.
- Administers the bilingual corporate public website including but not limited to:
  - online publication of approved content.
  - technical support, operating procedures and internal training associated with the online publishing system.
  - collection and analysis of established analytics and performance indicators associated with the website, reporting on findings, suggesting and implementing enhancements as part of

- risk mitigation, continuous improvement and achieving peak performance and quality assurance.
- monitoring site content for integrity of information, consistent with professional standards for visual identity, FLS, accessibility and functionality.
  - Administers corporate graphic design and branding efforts for all new or revised promotional and print or digital publications bearing the Southern Health-Santé Sud logo and intended for public or external audience including but not limited to:
    - works collaboratively with sites, program and services, designs initiatives, reports and publications, creating and illustrating visual concepts to communicate ideas that inspire, inform and captivate.
    - develops and updates regional Graphic Standards and Clear Print Guidelines, educating, training and monitoring compliance, both internally and by vendors including stationery publication.
    - collects and analyzes performance indicators associated with graphic design, reporting on findings, suggesting and implementing enhancements as part of risk mitigation, continuous improvement and quality assurance.
  - Fields, redirects and/or responds to incoming enquiries and feedback received via the region's general email account, applying the regional complaint management system process when appropriate.
  - Collates articles, designs, publishes, posts online and distributes the regional monthly staff newsletter.
  - Participates in Communications Team meetings and teleconferences as well regional committees as assigned, executing follow-up action items as appropriate.
  - Contributes to regional reporting including dashboards, annual and leadership reports.
  - Provides relief support for Media Specialist as well as FLS translation requests.
  - 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.
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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. Performance is measured against the above-identified essential functions and basic duties.
  2. The incumbent exercises initiative in carrying out tasks and demonstrates sound judgment and excellent time management skills in determining the methods to apply to tasks.
  3. The position functions in a manner that is consistent with the mission, vision, core values and the policies of Southern Health-Santé Sud.
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## **QUALIFICATIONS**

### **EDUCATION/CERTIFICATION:**

- Graduate of a recognized Graphic Design program or related experience.

### **KNOWLEDGE REQUIRED:**

- Knowledge and proficiency in Microsoft Office applications (Word, Excel, Power Point, Outlook).
- Knowledge and proficiency in specialized design applications (Adobe InDesign, Illustrator, Photoshop, Acrobat Professional, professional slideshow application).
- Knowledge and proficiency in online publishing systems ('Content Management System').
- Knowledge in the use of office equipment, including a specialized professional printer (colour management, folding finisher options, etc.).

### **EXPERIENCE REQUIRED:**

- Minimum three (3) years' experience in graphic design applications.
- Previous experience in a health care setting is an asset.

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

- Proficiency of both official languages is essential. Excellent, highly-refined French and English language skills – speaking, comprehension, reading and writing.
- Demonstrated understanding and ability to develop and apply brand strategy and graphic standards.
- Demonstrated affinity towards the development of visually pleasing publications.
- Demonstrated ability to meet minimum typing speed of 60 words per minute (WPM).
- Demonstrated ability to practice consistent diligence in proofing documents and grammar with attention to detail.
- Demonstrated ability to work with minimal supervision, independently and as part of a team.
- Demonstrated ability to be client focused with a desire to recognize, validate and meet the needs of internal and external clients on a continuous improvement basis.
- Demonstrated ability to be adaptable with flexibility and willingness to change behaviour and opinion in accordance with best practices and across different environments and cultures.
- Demonstrated interpersonal skills, effective interacting with internal and external clients in a mutually respectful manner.
- Demonstrated ability to develop self and others with a focus on skills and knowledge in self, colleagues and clients based on learning and communicating best practices.
- Demonstrated problem-solving skills, assessing what the problems are, form a plan toward the solution of the problem(s) and initiate the action necessary to resolve the problem(s) in an adaptable, flexible and ethical manner.
- Demonstrated planning and organizational skills with ability to incorporate a keen sense of reality and fundamental decision-making skills to decide in advance what needs to be done and how it is to be done.
- Demonstrated ability to engage with integrity and accountability, understanding and adhering to the organization's norms and standards of ethical behaviour.
- Demonstrated time and self-management skills, ability to manage several different projects at the same time while dividing time and resources appropriately.
- 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.
  - All Health Care workers are required to be immunized as a condition of employment in accordance with Southern Health-Santé Sud policy.
  - 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.
  - Will be required to travel to other regional facilities as the position duties may require.
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**SALARY SCALE:**

As Per Non-Union Salary Scale.

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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.*