

JOB POSTING

Position Title:	Communications Specialist*
Department:	Communications
Reports To:	Manager, Communications
Location:	Toronto
Status:	Regular Full-Time
Posting Period:	April 30 – until filled
Competition Number:	2018-076

Health Quality Ontario is the provincial advisor on the quality of health care. With the goal of excellent care for all Ontarians, Health Quality Ontario reports to the public on how the system is performing, develops standards for what quality care looks like, evaluates the effectiveness of new health care technologies and services, and promotes quality improvement aimed at sustainable positive change. Visit www.hqontario.ca for more information.

THE OPPORTUNITY

Joining a dynamic and fast-paced team dedicated to excellence in communications and quality improvement in health care in Ontario, the Communications Specialist reports to the Manager, Communications, and works closely with other members of the Communications Team. The Communications Specialist is responsible for providing project management support, developing high quality content for a variety of channels, and other deliverables in support of the strategic objectives of the organization.

Major tasks include: developing and implementing communications plans; writing and editing for print and digital channels; coordinating the development, design and posting of web and other content; coordinating conferences and events; conducting research to support communications initiatives; media relations support; video coordination; and stakeholder communications. The Communications Specialist will also work with colleagues throughout Health Quality Ontario and health system partners and stakeholders.

***Please note that this position is subject to approved funding.**

WHAT CAN I EXPECT TO DO?

Project Management

- Develop and implement communications plans in support of branch activities, including special events
- Coordinate the production and distribution of communications materials
- Recommend processes to streamline work with business partners
- Work with the business partners and creative services (i.e. graphic designers, videographers, printers) both within Health Quality Ontario and with external services throughout the production process

Writing and editing

- Write and edit engaging web and social media copy, stakeholder/partner communications, external newsletters and other content, ensuring accuracy and consistency of language level, terminology, punctuation and style
- Conduct thorough research to develop materials and support branch communications projects and events
- Review and edit content from other members of the organization by revising or rewriting technical, complicated, or jargon-filled material into plain language while maintaining content accuracy
- Prepare written responses to potentially controversial issues, evaluating content to ensure consistency with existing strategies/project initiatives

Digital support

- Coordinate with the organization's digital team to post content to the Health Quality Ontario website for external audiences
- Coordinate translation of content prior to posting and dissemination
- Support graphic designer in sourcing images for posting to the Health Quality Ontario website
- Post some content using content management system to the Health Quality Ontario website

In addition to project management, writing and editing, and digital support, each Communications Specialist is assigned one or more functional area of expertise, within which they will develop a deeper level of expertise in order to support organization-wide strategies, projects and initiatives.

Functional areas of expertise may include:

Media Relations

- In support of branch media relations, proactively pitch journalists on stories to raise awareness of Health Quality Ontario reports, programs and other initiatives
- Support Communications Team in responding to media requests, as required
- Identify key online influencers and bloggers and help cultivate those relationships
- Prepare issues management notes, as required
- Track and collect relevant clips using media monitoring service and create reports for Communications Team, Senior Management Team and other internal subscribers

Public Liaison

- Answer or redirect public inquiries to appropriate channels, as required

Event Management

- Support the execution of conferences throughout the year, including vendor/venue sourcing and procurement (where applicable)
- Support the coordination of Health Quality Ontario participation in external events (such as trade shows and conferences)

HOW DO I QUALIFY?

To be considered for this opportunity, you will have:

Education:

- Bachelor's degree in Communications/Journalism/Marketing or a degree in a related field
- Additional post-graduate diploma in Communications/Journalism/Marketing preferred

Experience:

- A minimum of 4 years of experience in a Communications/Journalism/Marketing role, 5 years or more is preferred
- Experience working in a PR agency setting (with experience in health), or in government, provider, or a provider association health care setting is preferred
- Strong understanding of health care in Ontario is an asset
- Experience in project management
- Experience with social networking platforms and applications
- Experience with event coordination and video development is an asset
- Experience with media relations and issues management is an asset
- Basic HTML knowledge is an asset
- Understanding of written French language is an asset

Key Competencies:

- Proven ability to write and edit high quality communications copy for a range of channels, including web, social media platforms, such as Twitter, LinkedIn, Facebook and YouTube, and other channels as needed
- Demonstrated project management and coordination experience with the ability to set priorities and handle multiple responsibilities with tight deadlines, with excellent attention to detail
- Adept at researching complex subject matter and converting it into understandable ideas and messaging
- Ability to identify health-related trends and themes being covered in the news to support communications planning
- A team-player accustomed to working collaboratively, influencing and obtaining buy-in on key projects
- Creative and innovative, with proven ability to develop new solutions, and to contribute to team brainstorming and cross-functional meetings
- Excels in a fast-paced, high-performing team; committed to ongoing learning
- Demonstrated ability to work efficiently with Microsoft Office tools (especially Excel, Word, PowerPoint and Outlook)

Key Organizational Competencies:

- **Think Strategically:** Think broadly to build long-term success; understand health care system impacts and maintain internal alignment.
- **Develop People:** Grow leadership capacity by investing time and resources to attract, retain and develop people. Build skills.
- **Be Agile:** Quickly respond to and shape an ever-changing health care system. Adapt, navigate and thrive in changing circumstances.
- **Act as One Organization:** Align on and build consistent business processes; set standards to ensure effective, quality health care delivery.
- **Nurture Partnerships and Relationships:** Cultivate effective and influential working relationships (internal and external) and collaborate to achieve mutually beneficial goals. Work effectively across the system.
- **Build Credibility:** Take personal ownership for delivering results and adding value in every interaction. Continually earn our place as a critical player in the Health Care landscape.

Qualified applicants are invited to submit a covering letter and resume to HQORes@hqontario.ca, quoting the above competition number as well as your name. Resumes will be reviewed 10 days after posting and will continue to be reviewed until the position is filled. We thank all candidates for their interest, however, only those selected for an interview will be contacted.

Health Quality Ontario is committed to meeting the needs of all individuals in accordance with the Accessibility for Ontarians with Disabilities Act (AODA) and the Ontario Human Rights Code. Should you require accommodations during the recruitment and selection process, please contact Human Resources. For additional information on Health Quality Ontario, please visit our website at www.hqontario.ca.