

 <div style="display: inline-block; vertical-align: middle;"> <p>Simcoe Muskoka District Health Unit</p> <p><b>POSITION DESCRIPTION</b></p> </div>	
<b>POSITION TITLE:</b> Communications Coordinator	<b>POSITION NUMBER:</b>
<b>DEPARTMENT:</b> Program Foundation and Finance	<b>PROGRAM AREA:</b> Health Promotion and Communications
<b>REPORTS TO:</b> Health Promotion & Communications Manager	<b>REVIEW DATE:</b>
<p><b>PURPOSE OF POSITION:</b> Reporting to the Health Promotion and Communications (HP&amp;C) Manager, the Communications Coordinator works as a member of the HP&amp;C team and is responsible for implementing various aspects of Health Unit communications, including the coordination and implementation of agency social and digital media strategies. This position plays a pivotal role in advancing the strategic communication priorities of the Health Unit, with an emphasis on promoting and marketing Health Unit programs and services, and to broaden the Health Unit's impact through community engagement.</p>	
<p><b>POSITION SKILLS &amp; COMPETENCIES REQUIRED:</b></p> <p><b>Education:</b> University Degree (Four Year Program) or a combined University Degree (Three Year Program) and College Diploma or Certification in Communications, Journalism, Marketing, Public Relations, Digital/Social Media or related field.</p> <p><b>Related experience:</b> 3-5 years related work experience in one or more of the fields listed above.</p> <p><b>Specific knowledge, skills, abilities:</b></p> <ul style="list-style-type: none"> <li>• Advanced skills and experience developing, preparing and editing content for media releases, speaking notes, the web, social media and other communications vehicles.</li> <li>• Advanced skills and experience working within online and digital media platforms (e.g., Facebook, Instagram, Twitter, etc.), including video platforms and website CMS (e.g., Sitefinity).</li> <li>• Advanced skills in media relations/public relations, including advertising planning.</li> <li>• Advanced knowledge and experience related to communication planning and theory.</li> <li>• Advanced analytical skills and problem-solving skills in relation to assessing the communication needs and approaches to routine and crisis events.</li> <li>• Intermediate skills in program and media-based evaluation.</li> <li>• Intermediate skill and experience in presenting information to individuals and groups for the purpose of training, defining an agency position, and providing topic content.</li> <li>• Intermediate project management skills.</li> <li>• Intermediate knowledge of crisis/risk communication theory and strategy.</li> <li>• Intermediate knowledge of health promotion theory and concepts.</li> <li>• Intermediate computer skills in a Windows environment utilizing Microsoft Office applications.</li> <li>• Strong interpersonal skills to respond to general inquiries and liaise with health unit departments, stakeholders, media and government agencies / officials on public health-related matters.</li> <li>• Ability to efficiently coordinate multiple tasks, balance multiple demands and address tight timelines with frequent interruptions.</li> <li>• Computer literacy in a Windows environment utilizing Microsoft Office applications.</li> <li>• Proven experience developing, preparing, and editing content for the web and social media.</li> <li>• Demonstrate tact and discretion in handling matters of a confidential or sensitive nature is critical.</li> <li>• Ability to work occasional hours beyond the normal work week, including evenings and weekends to accommodate deadlines, work projects, emergencies, or events.</li> <li>• A valid Class G driver's license in good standing with a satisfactory driving record; travel between health unit offices and off-site locations may be required.</li> </ul>	

**KEY AREAS OF RESPONSIBILITY:**

**Provide leadership, coordination and consultation to the agency on social, digital and online media communications and strategies**

**Ave. % of time: 40%**

- Plan, design and execute social and digital media marketing campaigns and strategies, ensuring they are current, consistent and effective.
- Monitor social media and respond to social media comments and inquiries, as warranted.
- Maintain schedule of social media posts.
- Evaluate effectiveness of social and digital media strategies.
- Work with Graphic Designer on aspects of digital media products (i.e. videos, etc.).

**Provide leadership, coordination and consultation to the agency on internal and external website communications and strategies**

**Ave. % of time: 30%**

- Liaise with program managers and teams related to website content and architecture.
- Maintain, update and create content for the Health Unit website ensuring information is accurate, consistent and timely.
- Coordinate and monitor agency annual review of web content.
- Ensure adherence to agency standards and guidelines for website content and design.
- Develop strategies and communication tools for internal communication.
- Ensure content is updated and current on the Health Unit's internal intranet site.

**Develop communications plans, create content, and implement communications activities**

**Ave. % of time: 30%**

- Develop and create effective communication strategies, initiatives and compelling materials across a number of platforms to create awareness and support strategic initiatives, community engagement, public health projects and special events.

**Contribute to Team and Agency effectiveness**

**Ongoing**

- Work collaboratively as a member of the team; contribute to positive team functioning.
- Assist service, program and functional units in carrying out their mandates.
- Demonstrate commitment to Agency mission statement, vision, values and strategic directions by functioning in a way that is consistent with these statements.
- Respect and ensure confidentiality in all work performed on behalf of the Agency.
- Demonstrate a strong customer service focus in dealing with internal and external partners and stakeholders.
- Participate on Agency-related committees as assigned.
- Understand the need to become redeployed and/or reassigned as part of the public health response to an emergency or natural disaster.

Management has the right to change position requirements from time to time as Agency conditions dictate.

This position description is an overview of the general requirements normally associated with the position; therefore, is not inclusive of all of the duties and responsibilities required or associated with this position. Accordingly, management reserves the right to add/change the position requirements from time to time as Agency conditions dictate.

**CONTACTS & COMMUNICATION:**

**Internal:** Board of Health Chair and board members, Medical Officer of Health/AMOHs, Vice Presidents, Program Managers, program team members and administrative staff.

**External:** Media outlets (journalists/reporters), staff and media coordinators of local community partners and other health units.

**RESPONSIBILITY FOR RESOURCES:**

**Staff:** Acts as a resource for social, digital and online (web) media for the health unit.

**Financial:** Coordinates social and digital media buys for advertising. Recommends requirements for social/digital media platforms and software.

**Information:** Collects information for social, digital and online communications strategies. Has access to confidential agency information to prepare media releases, support staff in social, digital and media relations, pivotal to crisis communication.

**Materials:** Responsible for the interpretation of health information and health literature into messages for the public and the creation of materials for communications, reporting and health promotion.

**Equipment:** Use related to job function.

**EFFORT REQUIRED:**

**Mental:**

- Advanced attention to detail/audio concentration for frequent phone conversations, meetings, webcasts/teleconferences; interviews/coaching with staff.
- Advanced attention to detail/visual concentration for computer use/keyboarding, writing content for social media, web, press releases, articles.
- Position is very deadline oriented.
- Moderate interruptions relate to staff and communications requests.
- Analysis required for communications planning, responding to media inquiries and coaching staff. Changing priorities occur as a result of demand issues (i.e., media events, public health events, crises situations, emergency situations) requiring action to inform public immediately.
- Negotiation of resolution of problems within media coverage and crisis events.

**Physical:**

- Considerable sitting at desk for meetings and teleconferences, computer work.
- Moderate manual dexterity for computer keyboarding.

**WORKING CONDITIONS SPECIFIC TO POSITION:**

- Standard office environment applies to the position.
- Limited travel is required to attend off-site meetings.
- Limited overtime is required to address events and emergencies – weekends and evenings.

I have read the Position Description and understand the duties and responsibilities as assigned.

**EMPLOYEE'S SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**MANAGER'S SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

***Position Approvals:***

**VICE PRESIDENT'S SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Vice President, Program Foundations and Finance

**POSITION HISTORY:** New Position – Executive Committee approved education and experience on September 29, 2022