

**Internal / External
22-71**

Position:	COMMUNICATIONS COORDINATOR	Number of Positions:	1
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Classification:	FULL-TIME	NON-UNION	FTE:	1.0 = 35 HOURS PER WEEK
Department:	PROGRAM FOUNDATIONS & FINANCE		Program:	HEALTH PROMOTION AND COMMUNICATIONS
Location:	BARRIE		Anticipated Date of Hire:	NOVEMBER 14, 2022
Salary Range:	\$40.53 – 45.39 HOURLY		Posting Date:	OCTOBER 12, 2022
Criminal Record Check:	Required <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		Vulnerable Sector Screening:	Required <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO

Purpose of Position:

Reporting to the Health Promotion and Communications (HP&C) Manager, the Communications Coordinator works as a member of the HP&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.

See Communications Coordinator draft position description for further details of the Communications Coordinator role.

Responsibilities:

- Provide leadership, coordination and consultation to the agency on social, digital and online media communications and strategies.
- Provide leadership, coordination and consultation to the agency on internal and external website communications and strategies.
- Develop communications plans, create content, and implement communications activities.
- Contribute to team and agency effectiveness.

Specific knowledge, skills, abilities:

- Advanced skills and experience developing, preparing and editing content for media releases, speaking notes, the web, social media and other communications vehicles.
- 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).
- Advanced skills in media relations/public relations, including advertising planning.
- Advanced knowledge and experience related to communication planning and theory.
- Advanced analytical skills and problem-solving skills in relation to assessing the communication needs and approaches to routine and crisis events.
- Intermediate skills in program and media-based evaluation.

- Intermediate skill and experience in presenting information to individuals and groups for the purpose of training, defining an agency position, and providing topic content.
- Intermediate project management skills.
- Intermediate knowledge of crisis/risk communication theory and strategy.
- Intermediate knowledge of health promotion theory and concepts.
- Intermediate computer skills in a Windows environment utilizing Microsoft Office applications.
- 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.
- Ability to efficiently coordinate multiple tasks, balance multiple demands and address tight timelines with frequent interruptions.
- Computer literacy in a Windows environment utilizing Microsoft Office applications.
- Proven experience developing, preparing, and editing content for the web and social media.
- Demonstrate tact and discretion in handling matters of a confidential or sensitive nature is critical.
- Ability to work occasional hours beyond the normal work week, including evenings and weekends to accommodate deadlines, work projects, emergencies, or events.
- 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.

Education:

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.

Related Experience:

3-5 years related work experience in one or more of the fields listed above.

Preference will be given to candidates with the following qualifications which are considered assets in this competition:

- Experience in digital and online communications planning, implementation, and evaluation.
- Strong written communication skills in a variety of formats and mediums.
- Experience working in a public health agency/organization.
- Experience applying health promotion strategies and concepts.
- Experience in risk/crisis communications and/or reputation management.

Deadline: 4:00 pm, TUESDAY, OCTOBER 25, 2022

This is an internal non-union posting. External applicants may be considered when the internal recruitment process does not result in a successful internal candidate.

If interested in applying for this position, forward résumé with cover letter to Human Resources at hr@smdhu.org referencing posting # **22-71** in the subject line

For internal SMDHU applicants interested in applying for this position, please forward your completed application to Human Resources at hr@smdhu.org referencing posting #**22-71** in the subject line. Your formal application consists of submitting both an up-to-date résumé and a separate cover letter outlining how you meet the requirements and qualifications of this position. Please ensure you indicate in your application that you have the requirements and qualifications listed for this position otherwise it will be deemed you do not have them.

For External Applicants Only:

If interested in applying for this position, forward résumé with cover letter to Human Resources at hr@smdhu.org referencing posting # **22-71** in the subject line.

Due to the large volume of applications we receive, and to ensure your application is given due consideration, we kindly request all applications for this position include both an up-to-date resume, and a detailed cover letter including specific examples of how you meet the required qualifications and skills for this position. The cover letter is to clearly identify:

- a. How your education meets the educational requirements listed.
- b. How your experience meets the experience requirements listed.
- c. How your experience meets each of the required knowledge, skills and abilities listed.
- d. How your education and/or experience meet each of the listed assets, which are considered preferences.

Applicants who fail to satisfactorily provide the information requested above in their cover letter will be deemed to not meet the minimum job requirements listed in this job posting. Accordingly, their application will not be considered in this competition.

Following submission of your e-mailed cover letter and resume, you will receive a standard reply e-mail confirming your e-mail was received by SMDHU. If you do not receive this confirmation e-mail your electronic application was not received and you will not be considered. Also, if SMDHU's confirmation e-mail is dated/timed after the posting deadline, your application will not be considered.

If selected for an interview, candidates may be assessed through testing and/or by providing a presentation/portfolio highlighting examples of their work that is applicable to the position being applied to.

Full COVID-19 vaccination is an essential requirement of the job. Full vaccination is defined as having received the full series of a COVID-19 vaccine or combination of COVID-19 vaccines approved by the World Health Organization (e.g., two doses of a two-dose vaccine series, or one dose of a single-dose vaccine series) and having received the final dose of the COVID-19 vaccine at least 14 days ago. SMDHU is an equal opportunity employer. The possibility of accommodation will be considered during the hiring process.

The Simcoe Muskoka District Health Unit is an equal opportunity employer. Accessibility accommodations are available for all parts of the recruitment process upon request. Due to the number of qualified applications we receive, only those selected for an interview will be contacted. All candidates must be legally entitled to work in Canada.