

EMPLOYMENT OPPORTUNITY

Women's College Hospital is the first and only independent, academic, ambulatory care hospital in Ontario with a primary focus on the health of women. If you're ready to be part of the future of healthcare, then you will want to join an institution in which the possibilities for creative innovation, breakthroughs in new thinking and groundbreaking work in academic ambulatory medicine are limitless. Women's College Hospital is committed to patient safety as a key professional value and an essential component of daily practice.

An exciting Regular Full-Time opportunity as a **Communications Coordinator (Competition #37.18)** exists in the Strategic Communications reporting to the Director, Communications and Marketing..

Summary of Duties, but not limited to:

Communications & Marketing

- Ensure public communication areas are updated with relevant content (i.e.: glass enclosed boards, snap frames, WCH in the media boards etc.)
- Support Communications Specialist and Director, Communications & Marketing with media requests and interview coordination (i.e.: escorting members of the press while they are on site at WCH)
- Maintain media lists to ensure they are current and include relevant information
- Assist with the development of media materials (press releases, fact sheets, biographies etc.)
- Daily media monitoring
- Create monthly media coverage reports
- Assist with media coverage section of monthly CEO reports
- Assist with planning and execution of hospital events (town halls, employee BBQ etc.)
- Draft articles for internal publications (i.e.: Connect)

Social Media

- Develop and edit content for all WCH social media channels including Twitter, Facebook, Instagram and LinkedIn
- Monitor all channels and responding as required
- Live tweeting / posting for events
- Produce Facebook 'live' events (including resources, setup, filming etc.)
- Complete reporting / goal setting / metrics every month
- Develop "bank" of content / plans for awareness days/months etc.
- Coordinate with communications team and digital producer for all content requirements as needed
- Maintain an Issues log and adhering to governance processes and policies

Administrative

- Develop and maintain strong relationships with multiple internal and external stakeholders including hospital staff and external vendors
- Coordinate financials for the department to process all invoices, department credit card statements and purchase order requisitions
- Provide calendar and administrative support for the department as required

As a role model and champion you will work to identify and integrate safe, best practices into daily activities to foster the delivery of safe and exemplary care.

The responsibilities described above are representative and are not to be construed as all-inclusive.

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Qualifications/Skills:

- Undergraduate degree with a Post-graduate certificate in public relations, marketing or a related discipline
- Post-graduate certificate in public relations, marketing or related discipline
- Two (2) years of relevant communications/public relations experience
- Excellent verbal, written, listening and interpersonal skills
- Detail-oriented with strong planning and project-management skills
- Understanding of how media works, the news cycle and what makes a 'good story'
- Experience with social media trends and best practices in digital communications
- Experience with content management systems, Google Analytics and/or video production considered an asset
- Ability to manage multiple, often competing priorities and work under tight deadlines with a positive attitude
- Comfortable working with partners across various levels of seniority and background, including health professionals, researchers and administrators
- A responsible self-starter who is diplomatic, outgoing, has a strong work ethic and the ability to provide outstanding customer service
- Professional behavior and communication that meets the standards of the professional regulatory college or association, as applicable, and the standards of Women's College Hospital
- This position plays a critical role in acting as an advocate for safety and will demonstrate principles, practices and processes that will optimize a safe environment for all

POSTING DATE: Friday February 16, 2018

Please forward resumes via email to HR@wchospital.ca with your name and the competition number in the subject line. (Example: Jane Smith, 1.16)

We thank you for your interest, however, only qualified applicants who are selected to be interviewed will be contacted.

Women's College Hospital is a fully affiliated teaching hospital of the University of Toronto and is committed to fairness and equity in employment and our recruitment and selection practices. We encourage applications from Aboriginal peoples, people with disabilities, members of sexual minority groups, members of racialized groups, women and any others who may contribute to the further diversification of our Hospital community. Accommodation will be provided in all parts of the hiring process as required under our Access for People with Disabilities policy. Applicants need to make their requirements known in advance.