

EMPLOYMENT OPPORTUNITY

Women's College Hospital is Canada's leading academic, ambulatory hospital and a world leader in 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 **Temporary Full-Time (approximately 12 months)** opportunity as a **Communications Specialist (Competition #68.18)** exists in the Strategic Communications Department, reporting to the Director of Communications & Marketing.

In this role, the incumbent will be responsible for managing the hospital's brand, communications campaigns and marketing materials as well as provide strategic communications counsel to various hospital departments; planning, developing and executing communications vehicles for various hospital projects; managing the hospital's weekly e-newsletter, and helping to plan events. This is a unique opportunity to produce innovative, award-winning internal and external communications work.

Summary of Duties, but not limited to:

- Oversee the planning and development of corporate communications projects
- Provide communications counsel to hospital departments on communications materials and branding guidelines
- Assist the Director, Communications & Marketing in internal and external communication planning to build the profile of the hospital and share important innovations
- Manage content development and publication of *WCH Connect*, the hospital's internal e-newsletter
- Respond to media inquiries, identify experts, escort media onsite, and manage story follow-up
- Write press releases and media advisories, and pitch media stories to local, national and internal outlets as required
- Assist the Director, Communications & Marketing in writing speaking remarks for the senior executive team; memos; creative briefs; presentations; writing for the annual report and staff newsletter; copy for various marketing pieces; and other writing for internal and external publications as they arise
- Coordinate external suppliers such as graphic designers, consultants, videographers and photographers as required
- Mentor junior team members

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.

Qualifications/Skills:

- Undergraduate degree in public relations, communications and/or marketing
- 5 – 7 years experience in communications and marketing.
- Experience in non-profit, public sector or health care is an asset
- Strong media relations skills and relationships with key healthcare and lifestyle press
- Advanced writing and editing skills
- Detail-oriented with strong analytical, planning and project-management ability
- Understanding of all facets of marketing, branding and communications principles and best practices

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- Ability to manage multiple, often competing priorities and work under tight deadlines with a positive attitude.
- Ability to work in a complex environment that has a wide range of objectives, issues, stakeholders and operational factors
- Comfortable working with and leading team members and 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: March 23, 2018

Please forward resumes via email to HR@wchospital.ca with the Competition #68.18 in the subject line.

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.