

EMPLOYMENT OPPORTUNITY

Women's College Hospital (WCH) is a leader in the health of women, health equity and health system solutions – a hospital designed to keep people out of hospital. We are developing groundbreaking innovations that address the most pressing issues related to population health, patient experience and system costs. We advocate for health equity because we know that a healthy society requires a level playing field where everyone has access to timely, high quality, efficient and compassionate care. Women's College Hospital is committed to patient safety as a key professional value and an essential component of daily practice.

An exciting **full-time** opportunity as a **Communications Specialist (Competition #220.18)** exists in the Strategic Communications Department, reporting to the Director of Communications & Marketing.

The incumbent will develop and implement a **comprehensive communications strategy to support the Women's College Hospital Institute for Health System Solutions and Virtual Care (WIHV) and the Vice President, Medical Affairs & Health System Solutions**. The goals for this position are to raise awareness, enhance profile and build stakeholder relationships with internal and external partners. Working in a fast-paced and dynamic environment, the incumbent will be an energetic, flexible self-started interested in playing an integral role in a broad range of strategic communications activities, including the promotion of WIHV and the work of the WCH's Vice President, Medical Affairs & Health System Solutions.

Summary of Duties, but not limited to:

- Oversee the strategy, planning and execution of communications projects for WIHV and WCH's health system solutions initiatives
- Develop and implement an integrated communications plan and general communications messaging aligned with the WCH brand and its strategic direction
- Develop and execute internal and external communications activity across all owned/earned/bought media channels
- Develop strategies and manage all digital communications, social media and web presence for WIHV and the Vice President, Medical Affairs & Health System Solutions
- Create quarterly communications reports
- Write articles for internal newsletters and publications
- Write press releases and media advisories, and pitch media stories to local, national and international outlets. Respond to media inquiries, escort media onsite and manage story follow-up
- Work with spokespeople to provide coaching in media communications and presentations
- Write backgrounders and information briefs to prepare spokespeople for media interviews
- Draft speeches and talking points for the Vice President, Medical Affairs & Health System Solutions and other selected WCH spokespeople representing WIHV
- Assist with planning and hosting of conferences, workshops and education events
- Prepare briefing notes as needed on policy documents, reports and statements relevant to health system solutions work with the health sector
- Organize and compile information and create power point presentations, including converting data sources into graphs, tables and bullet point format
- Actively monitor the health system environment and engage closely with the Vice President Medical Affairs on emerging system issues
- Work closely with members to the research team such as summer students, volunteers, research assistants and research coordinators to find supporting research, data statistics etc.
- Conduct secondary health policy research to support the work of the Vice President, Medical Affairs & Health System Solutions
- Verify information obtained from various data sources (ie: statistics, patient stories, quotes etc.) to ensure accuracy and completeness

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- Keep current with relevant health policy developments and publications

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
- At least 5 years' experience in relevant communications or public affairs roles
- Experience in non-profit, public sector or health care is an asset
- Health system knowledge and basic research skills is an asset
- Strong media relations skills and relationships
- Advanced writing and editing skills
- Experience with content management systems is an asset
- Detail-oriented with strong analytical, planning and project-management ability
- Understanding of all facets of marketing, branding and communications principles and best practices
- 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
- 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: August 17, 2018.

Please forward resumes via email to HR@wchospital.ca with the Competition #220.18 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 Indigenous 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.