

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 #114.19)** exists in the Strategic Communications Department reporting to the Director, Communications & Marketing.

Summary of Duties, but not limited to:

Communications & Marketing

- Develop and maintain strong relationships with multiple internal stakeholders, including hospital staff from various departments to develop and update communications and marketing collateral (e.g. posters, brochures, etc.) for their programs and services.
- Coordinate the development, design and printing of various corporate communication materials, including brochures, posters, annual reports, etc.
- Ensure that branding guidelines of the organization are adhered to when reviewing content submitted by stakeholders for dissemination
- Act as "Editor-in-Chief" of hospital's weekly e-newsletter Connect (Develop editorial calendar, write stories/news articles, coordinate visual assets, write social media posts, manage weekly approvals and distribution)
- Coordinate the production (print and digital) of *Women's Health Matters* – the hospital's monthly consumer-health newsletter with the Communications Lead
- Draft copy/stories for various marketing pieces and for internal and external publications as needed
- Create and execute internal/external communications plans for hospital-wide campaigns (Nursing Week, Patient Safety Week, International Women's Day etc.)
- Coordinate and execute annual events (including International Women's Day, Staff Holiday Party, Staff Barbecue etc.) and assist in the coordination of other large and small internal/external events.
- Assist with web, social media and video content management
- Monitor general Strategic Communications email inbox, respond to requests and share inquiries with appropriate point people
- Ensure public communication areas are updated with relevant content (i.e.: glass enclosed boards, snap frames, WCH in the media boards etc.)

Media Relations

- Work with the Director of Communications & Marketing and the Communications Lead, to respond to reactive media requests (escort media on-site when required)
- Work with the Director of Communications & Marketing and the Communications Lead, to identify opportunities to proactively profile the hospital
- Assist with the development of media materials (news releases, fact sheets etc.)

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:

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- Undergraduate degree with a Post-graduate certificate in public relations, marketing or a related discipline
 - Two (2) years of relevant communications/public relations experience
 - Excellent verbal, written, editing and proofing 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 writing and knowledge of best practices in digital communications
 - Experience with graphic design principles, website and 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
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- 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: May 15, 2019

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 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.