

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 Lead (Competition #131.19)** exists in the Strategic Communications Department reporting to the Director, Digital Communications and Marketing.

The **Communications Lead** will develop, write and edit original and repurposed content for the websites, video and social media to ensure content is regularly updated and follow an editorial plan.

The **Communications Lead** will oversee Women's Health Matters digital properties, manage full-cycle writing and content projects and work closely with various departments and programs to produce articles, video and graphic content with different knowledge experts at Women's College Hospital. This role requires a great deal of energy and ability across several disciplines including creative development, writing and content production, social media and website promotion and project management. You will need to be a problem solver with great attention to detail, work with little supervision, be a quick learner and passionate about women's health content and communications. You will be a driver for continuous improvement and innovation for our platforms and methods.

Summary of Duties, but not limited to:

- Leads the planning, creative development and production of all integrated communications for WCH's Women's Health Matters brand
- Writes and produces articles, video and graphic content monthly working with the Director and web producer to ensure the final content products are in line with the brand's vision, budget and timeline
- Creates editorial content plans based on insights gathered from WCH work, communication objectives and website and social media analytics
- Manages Women's Health Matters (WHM) website, e-mail marketing, social media channels and other digital properties.
- Gathers information required for WCH expert interviews, securing an expert, training the hospital spokesperson or expert by providing tips and key messaging (particularly for "live" or video content)
- Attends hospital lectures, medical rounds and other events as possible content sources for online channels
- Media relations – looks for opportunities to promote and share content in both traditional and online media channels, including influencer relations.
- Researches women's health and general health trends, keeps current with women's health online properties and publications
- Keeps abreast of new hospital developments that might have an impact on WHM content
Maintains and updates a WHM style guide
- Assists with promotion and/or sponsorship opportunities as required.
- Measurement and reporting of all communications and marketing channels including social media.
- Ensure efficient and cost-effective processes and capabilities are in place to manage communication and marketing initiatives

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.

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

Qualifications/Skills:

- College diploma or university degree in journalism, marketing or communications and/or related experience.
- 5-7 years of writing and content development in healthcare, women's health or related field
- Proven experience in writing, editing and proofreading both long and short form content and publications including social media
- Media and influencer relations, pitch writing and relationship building
- Knowledge of marketing, branding and communications to a consumer audience
- Adapts medical and scientific information for a consumer audience and verifies information to ensure accuracy.
- Understanding brands and online content and news-cycles including audience engagement
- Detail oriented with strong analytical, planning and organizational skills
- Experience in non-profit, public sector or health care
- Ability to manage multiple, often competing priorities and work under tight deadlines with a positive attitude.
- Knowledge Google Analytics and other social media analytics tools an asset
- 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 28, 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.