

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 Temporary Full-Time opportunity as a **Communications Specialist (Competition #130.19)** exists in the Peter Gilgan Centre for Women's Cancers reporting to the Director, Communications and Marketing.

The incumbent will develop and implement a comprehensive communications strategy to support the [Peter Gilgan Centre for Women's Cancers](#) 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-starter interested in playing an integral role in a broad range of strategic communications activities, including the promotion of women's cancer, aimed at diverse audiences.

The vision of the *Peter Gilgan Centre for Women's Cancers* at WCH, which was launched in February 2017, is to ensure that every Canadian woman receives access to the highest standard of care in the prevention, diagnosis, treatment and survivorship of cancer.

The Communications Specialist will collaborate with teams across the hospital, including [Women's College Hospital Foundation](#) and the Canadian Cancer Society which is a major partner in the Centre.

Summary of Duties, but not limited to:

Communications & Marketing

- Oversee the planning, development and execution of related communications projects.
- Develop and implement an integrated communications plan for the *Peter Gilgan Centre for Women's Cancer*, aligned with the WCH brand and its strategic direction
- Development and execution of all communications projects for internal and external communications across owned/earned/bought media channels.
- Strategy development and daily management of all digital communications, social media and web presence for the *Peter Gilgan Centre for Women's Cancer*.
- Working with the *Peter Gilgan Centre for Women's Cancer* leadership team, write press releases and media advisories, and pitch media stories to local, national and international outlets. Respond to media inquiries, identify experts, escort media onsite, and manage story follow-up;
- Establish a process for ongoing communications and collaboration with Canadian Cancer Society (CCS) and the WCH Foundation.
- Partner with key stakeholders to facilitate and support the knowledge transfer and spread and scale of the *Peter Gilgan Centre's* research and clinical best practices
- Create quarterly communications reports
- Assist with the development of Peter Gilgan Centre messaging within the Canadian Cancer Society annual report
- Assist with planning and execution of the Centre's and associated programs and partner events, including conferences, workshops and patient education events
- Draft articles for internal and external publications
- Work with the Centre's leadership team to provide coaching in media communications and presentation; develop speaking remarks, presentations as required

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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
- 3-5 years' experience in communications and marketing
- Experience in non-profit, public sector or health care is an asset
- Strong media relations skills and relationships
- Advanced writing and editing skills
- Experience with web management/content management systems 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 across all levels of seniority within the organization.
- 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.