

975 Alloy Dr., Suite 201 Thunder Bay, ON, P7B 5Z8 • Tel: 807-684-9425 • Fax: 807-684-9533 • Toll Free: 1-866-907-5446 • [www.northwesthin.on.ca](http://www.northwesthin.on.ca)

975, prom. Alloy, Bureau 201 Thunder Bay, ON, P7B 5Z8 • Tél : 807 684-9425 • Télécopieur : 807 684-9533 • Sans frais : 1 866 907-5446 • [www.northwesthin.on.ca](http://www.northwesthin.on.ca)

## Job Posting

<b>JOB TITLE:</b>	Public Relations Lead
<b>REPORTS TO:</b>	Director, Communications and Engagement
<b>JOBS REPORTING:</b>	None
<b>DIVISION / DEPARTMENT:</b>	Communications and Engagement Division
<b>LOCATION:</b>	North West LHIN, Thunder Bay, Ontario

### POSITION SUMMARY:

This position reports directly to the Director, Communications and Engagement and is responsible for:

- the generation, production and management of information and knowledge to support the achievement of LHIN strategic directions, goals and objectives;
- coordinating a public relations and marketing program for the North West LHIN; and
- acting as the primary public relations and marketing resource to key stakeholders, managing local issues and concerns, identifying and implementing communication and engagement methods, and building and maintaining effective relationships.

The incumbent will collaborate internally and externally to generate and disseminate various internal and external communication materials and publications, and in doing so, help to explain North West LHIN programs, initiatives and issues to various stakeholders/publics in a compelling way, demonstrating value-add.

The incumbent will deliver public relations activities to engage stakeholders, patients, families, caregivers, health system partners, and the community in general in understanding and appreciating the work of the North West LHIN and its health service providers.

The incumbent will also be required to identify and implement appropriate communication and stakeholder engagement methods, and to build internal communications and community engagement capacity, and assist with the development, implementation and coordination of corporate community engagement.

### MAJOR RESPONSIBILITIES:

#### Public Relations and Marketing

1. Helps to build the North West LHIN brand, reputation and image.
2. Coordinates publicity events and promotions.
3. Leads the creation and implementation of media events and media hosting opportunities.
4. Coordinates North West LHIN advertising efforts including budgeting, planning and securing media placements in print, broadcast and online.

5. Evaluates opportunities for partnerships and advertising.
6. Analyzes media channels to leverage strengths and opportunities.
7. Provides facilitation expertise at North West LHIN corporate events.
8. Assist with crisis communication and messaging.
9. Conducts ongoing, iterative stakeholder analysis and market segmentation, identifying beliefs, needs, behaviour gaps and then develop/implement strategies to close the gaps.
10. Research, prepare, develop and maintain/manage North West LHIN content for internal and external use.
11. Develops (and/or project manage the development of) internal/external communication materials, processes and related best practices including, but not limited to: Annual Report, Accomplishments Document, LHINKages newsletter, LHINfo Minutes, Board highlights, speech writing, quote writing, key message development, magazine articles, memos, bulletins.
12. Evaluates, measures and reports on results of public relations programs and activities on a regular basis.
13. Coordinates the ease of access to information for the public and ensure transparency in LHIN operations and communications.
14. Ensures that all communication is compliant with the Freedom of Information & Protection of Privacy Act (FIPPA) as it relates to North West LHIN operations.
15. Works closely with the Communications and Media Lead; and Communications and Community Engagement Lead as required.
16. All other duties as assigned.

### **Stakeholder and Media Relations**

17. Develops and maintains positive relations with partners, providers, stakeholders, media and the public.
18. Assists in developing and training the North West LHIN spokespeople including organizing media training.
19. Helps to develop, implement, manage and monitor a comprehensive media relations strategy for the North West LHIN.
20. Anticipates potential communication/media issues and consult internally as required to respond appropriately.
21. Helps to plan and coordinate effective media publicity and special events, both regionally and provincially, working with other LHIN communicators to plan and coordinate communications strategies, media publicity, regarding province-wide activities, events and programs to promote a positive image.
22. Writes person-centred stories, news releases, backgrounders, Q & As, fact sheets, crisis communications materials, speeches, speaking notes, etc. and maintains an editorial calendar.
23. Works closely with the Communications and Media Lead as required.
24. All other duties as assigned.

## **Engagement**

25. Creates opportunities for community engagement/involvement by planning, coordinating and delivering communications and consultations that contribute to positive relationships with diverse stakeholders.
26. Ability to consider such factors as audience characteristics, corporate vision and strategy, and potential sensitive or confidential issues.
27. Provides input to community consultation plans for community engagement.
28. Keeps up-to-date records on consultation outcomes and monitor best practices in consultation and communication methodologies.
29. Identifies emerging issues in the community that require a communications response.
30. Develops presentations, surveys, focus groups, displays, employee forums, leader toolkits, key messages, etc.
31. Performs report writing as appropriate including preparation of presentation materials, etc.
32. Develops and maintain positive relations with partners, providers, stakeholders and the public.
33. Fully comprehend and adhere to the LHIN Community Engagement Guidelines and Framework under the Local Health Systems Integration Act, 2006 (LHSIA).
34. Works with Aboriginal Leads and French Language Services Lead to address communications and public relations issues in relation to Aboriginal and Francophone populations.
35. Works closely with the Communications and Community Engagement Lead as required.
36. All other duties as assigned.

## **Internal Communications**

37. Assists in implementing a comprehensive internal communications plan including but not limited to: change communications, internal newsletter, discussion forums; social platforms; etc.

## **LEADS HEALTH LEADERSHIP COMPETENCIES:**

- Lead Self
- Engage Others
- Achieve Results
- Develop Coalitions
- Systems Transformation

## **JOB SPECIFIC COMPETENCIES:**

### **Key Competencies (communications, media relations, community engagement):**

- Exceptional verbal, written and editing communications skills (copy-editing, proof-reading).
- Able to take complex subject matter and tell a simple and clear story.
- Ability to work under tight deadlines.
- Maintain writing guidelines and best practices to guide and ensure the creation of high quality communications.

- Demonstrated ability to plan and write a broad range of exceptional copy in a variety of media platforms (key message development, newsletters, blogs, Annual Reports).
- Perform production checks across a range of media and distribute communications to the organization.
- Demonstrated confidence, tact and diplomacy in dealing with the media and the public.
- Demonstrated ability to plan and coordinate effective media publicity and special events.
- Strong interpersonal skills, and demonstrated ability to work effectively as an internal consultant and build strategic alliances with internal/external stakeholders.
- Superior interpersonal and relationship management skills, supported by excellent written and oral communication skills.
- Strong teamwork and customer service skills.

### **Cross-functional Communications Competencies:**

- Excellent verbal, written and editing communication skills.
- Outcome-driven, detail-oriented, and analytical.
- Ability to work well independently and collaboratively, in a high-performance team environment under extreme deadline pressure.
- Proactive and flexible with the ability to adapt to an environment of rapid change.
- Excellent time management skills in order to meet strict deadlines.
- Experience handling large-scale projects, highly organized and able to multi-task.
- Proven ability to implement communication plans at a tactical level.
- Ability to develop and maintain internal and external relationships and linkages.
- Ability to maintain confidentiality and deal with highly sensitive issues with tact and discretion.
- Demonstrated ability to plan and write a broad range of exceptional copy in a variety of media.
- Demonstrated ability to problem-solve and resolve conflicts.
- Excellent ability to see the big picture, anticipate problems, organize and coordinate appropriate responses.
- Creative and innovative with high energy and enthusiasm for advanced social technologies.
- French language skills an asset.

### **KNOWLEDGE:**

Public Relations, marketing, communications, media relations, community engagement, cross-function communication:

- In-depth knowledge of stakeholder analysis and market segmentation strategies.
- Sound knowledge, understanding and application of public relations and communications concepts, strategies, technical skills required in planning, execution and evaluation of communications plans for internal and external audiences.

- Proficiency with PC-based hardware/software and inter/intranets (CRM and CMS knowledge an asset).
- Understanding AODA requirements as it relates to the communications standard.

## **EXPERIENCE:**

Public Relations, marketing, communications, media relations, community engagement:

- Strong experience and track record for developing and successfully implementing public relations and marketing strategies in a professional environment.
- Strong experience and track record for developing and successfully implementing media strategies in a professional environment.
- Current internal and external community engagement experience and expertise.
- Demonstrated experience in community outreach, consultation and stakeholder management, and familiarity with current theory and techniques of community engagement.
- Demonstrated experience with facilitation techniques and processes, including experience developing and facilitating large, complex sessions involving diverse stakeholders.

## **EDUCATION REQUIREMENTS:**

- Bachelor's Degree/Post-secondary education in Public Relations, Marketing, Communications, Journalism or related discipline.
- Minimum three to five years of previous communications, public relations or marketing experience, preferably with the health sector; or the equivalent combination of education, experience and professional accreditation as required by North West LHIN.
- Being a member of the Canadian Public Relations Society or International Association of Business Communicators is an asset.
- Accreditation with a professional society is an added advantage.

**POSTING DATE:** April 4, 2018

**CLOSING DATE:** April 16, 2018 at 4:30 p.m.

**COMPETITION NUMBER:** NW18-19

**VACANCY:** One Full Time (1.0 FTE) Position

Interested candidates are asked to submit their application by email, quoting competition number, to:

**Human Resources, North West Local Health Integration Network**

Email: [nwlhin.hr@lhins.on.ca](mailto:nwlhin.hr@lhins.on.ca) | Fax: (807) 344-5639

The LHIN is an equal opportunities employer and welcomes applications from all suitable qualified persons. We thank all candidates for their interest, however, only those selected for an interview will be contacted. Individuals with a disability requiring accommodation during the application and/or the interview process should advise the recruitment contact so arrangements can be made.