

**Internal / External
24-21**

Position: COMMUNICATIONS COORDINATOR		Number of Positions: 1	
Classification:	TEMPORARY	NON-UNION	FTE: 1.0 = 35 HOURS PER WEEK
Department:	PROGRAM FOUNDATIONS & FINANCE		Program: HEALTH EQUITY, HEALTH PROMOTION & COMMUNICATIONS
Location:	BARRIE		Anticipated Date of Hire: JULY 29, 2024
Salary Range:	\$42.37 – 47.45 HOURLY		Position Duration: ANTICIPATED TO LAST UP TO JULY 25, 2025, WHICH MAY BE SUBJECT TO AN EXTENSION IF REQUIRED
			Posting Date: JUNE 12, 2024
Criminal Record Check:	Required <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		Vulnerable Sector Screening: Required <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
Purpose of Position:			
<p>Reporting to the Health Equity, Health Promotion and Communications (HEHPC) Manager, the Communications Coordinator works as a member of the HEHPC team and is responsible for implementing various aspects of Health Unit communications, including the coordination and implementation of agency social and digital media strategies. This position plays a pivotal role in advancing the strategic communication priorities of the Health Unit, with an emphasis on promoting and marketing Health Unit programs and services, and to broaden the Health Unit’s impact through community engagement.</p> <p>See Communications Coordinator draft position description for further details of the Communications Coordinator role.</p>			
Responsibilities:			
<ul style="list-style-type: none"> • Provide leadership, coordination and consultation to the agency on social, digital and online media communications and strategies. • Provide leadership, coordination and consultation to the agency on internal and external website communications and strategies. • Develop communications plans, create content, and implement communications activities. • Contribute to team and agency effectiveness. 			

Specific knowledge, skills, abilities:

- Demonstrated skills and experience developing, preparing and editing content for media releases, speaking notes, the web, social media and other communications vehicles.
- Demonstrated skills and experience working within online and digital media platforms (e.g., Facebook, Instagram, X, formerly Twitter, TikTok, LinkedIn, etc.), including video platforms and website CMS (e.g., Sitefinity).
- Demonstrated skills in media relations/public relations, including advertising planning.
- Demonstrated knowledge and experience related to communication planning and theory.
- Demonstrated analytical skills and problem-solving skills in relation to assessing the communication needs and approaches to routine and crisis events.
- Demonstrated skills in program and media-based evaluation.
- Demonstrated skill and experience in presenting information to individuals and groups for the purpose of training, defining an agency position, and providing topic content.
- Demonstrated project management skills.
- Demonstrated knowledge of crisis/risk communication theory and strategy.
- Demonstrated knowledge of health promotion theory and concepts.
- Demonstrated computer skills in a Windows environment utilizing Microsoft Office applications.
- Strong interpersonal skills to respond to general inquiries and liaise with health unit departments, stakeholders, media and government agencies / officials on public health-related matters.
- Ability to efficiently coordinate multiple tasks, balance multiple demands and address tight timelines with frequent interruptions.
- Demonstrate tact and discretion in handling matters of a confidential or sensitive nature is critical.
- Ability to work occasional hours beyond the normal work week, including evenings and weekends to accommodate deadlines, work projects, emergencies, or events.
- A valid Class G driver's license in good standing with a satisfactory driving record; travel between health unit offices and off-site locations may be required.

Education:

- University Degree (Four Year Program) or a combined University Degree (Three Year Program) and College Diploma or Certification in Communications, Journalism, Marketing, Public Relations, Digital/Social Media or related field.

Related Experience:

- 3-5 years related work experience in one or more of the fields listed above.

Preference will be given to candidates with the following qualifications which are considered assets in this competition:

- Knowledge of, or experience with AI, emerging social media platforms and digital marketing opportunities.
- Experience capturing content (video, photography, etc.) for social media and short in house produced videos.

Deadline: 4:00 pm, TUESDAY, JUNE 25, 2024

For further details: refer to the **Communications Coordinator** draft position description.

For both internal SMDHU applicants and external applicants interested in applying for this position, please forward your completed application to Human Resources at hr@smdhu.org referencing posting #24-21 in the subject line. Your formal application consists of submitting both an up to date résumé and a separate cover letter including specific examples in detail of how you meet the minimum requirements and qualifications of this position.

The cover letter is to clearly identify:

- How your education meets the educational requirements listed.
- Specific examples of how your experience meets the experience requirements listed.
- Specific examples of how your experience meets each of the minimum requirements of the job listed.
- Specific examples of how your education and/or experience meet each of the preferred assets listed in this competition.

Applicants who fail to satisfactorily provide all of the detailed information requested above in their cover letter will be deemed to not meet the minimum job requirements listed in this job posting. Accordingly, their application will not be considered in this competition.

Following submission of your e-mailed cover letter and resume, you will receive a standard reply e-mail confirming your e-mail was received by SMDHU. If you do not receive this confirmation e-mail your electronic application was not received and you will not be considered. Also, if SMDHU's confirmation e-mail is dated/timed after the posting deadline, your application will not be considered as you would have missed the application deadline.

If selected for an interview, candidates may be assessed through testing and/or by providing a presentation/portfolio highlighting examples of their work that is applicable to the position being applied to.

Up to date COVID-19 vaccination is an essential requirement of the job. An individual is "up to date" on their COVID-19 vaccinations if they have received all doses recommended by the Ontario Ministry of Health. The current recommendations can be found by accessing the following link: <https://www.ontario.ca/page/covid-19-vaccines>). SMDHU is an equal opportunity employer. The possibility of accommodation will be considered during the hiring process.

The Simcoe Muskoka District Health Unit is an equal opportunity employer. Accessibility accommodations are available for all parts of the recruitment process upon request. Due to the number of qualified applications we receive, only those selected for an interview will be contacted. All candidates must be legally entitled to work in Canada.