South West **LHIN**

The South West Local Health Integration Network (LHIN) is one of 14 local organizations in Ontario that plan, coordinate and fund local health services and deliver high quality home and community care to patients and families. The South West LHIN is committed to health improvement, innovation, and the establishment of collaborative partnerships to improve population health, patient experience and value for money across the health care system.

LHIN staff incorporates the best aspects of teamwork and continuous learning as they work with the local community to ensure the best health outcomes for everyone. If you have a passion for excellence and an entrepreneurial spirit, this is your opportunity to make a difference as part of a dynamic team transforming the Ontario healthcare system.

DIRECTOR, COMMUNICATIONS

The Opportunity

As a member of the Senior Leadership Team, reporting dually to the Chief Executive Officer (CEO) and the Vice President, System Design and Integration, the Director of Communications is responsible for overseeing the provision of strategic and tactical communications and media relations including planning, development, implementation and evaluation; providing direction and tactical support to corporate engagement activities; ensuring the overall quality, consistency and effectiveness of all communications activities; directly participating in the development of complex and/or confidential communication materials on behalf of the CEO; providing information in support of the CEO's accountability to the Board; and contributing to LHIN-wide collaborations and initiatives.

What Can I Expect to Do?

- Lead the overall corporate communications strategy, including media relations, multi media web & digital media, MPP, elected official and customer service relations.
- Develop and implement an annual strategic integrated communications and community engagement plan for the South West LHIN. Report on progress, identified risks and related mitigation strategies on a regular/as needed basis.
- Establish communication goals, objectives and strategies to support the implementation of communication and community engagement plans and tactics to support the achievement of the LHIN Strategic Plan, the Integrated Health Services Plan and Annual Business Plan.
- Provide strategic direction and oversee the day-to-day internal operations of the LHIN communications and customer service functions.
- Provide communication advice and expertise to the CEO, VP Strategy, System Design and Integration, LHIN Leaders, and staff in support of the core functions of the LHIN.
- Collaborate with LHIN-wide communicators to plan and coordinate communications strategies, media publicity, and such, regarding province-wide activities, events and programs to promote a positive image.
- Provide leadership to the Communications team through coaching, guiding, and modeling key behaviours/strategies.
- Ensure overall quality, consistency and effectiveness of complex and diverse communications materials.
- Develop internal/external communication materials, processes and related best practices.
- Develop media action plans including setting objectives, coordinating appropriate internal/external spokespeople and interview opportunities, preparing key messages and news releases, determining appropriate media outlets, and evaluating results.
- Partner with other LHIN leaders and staff to cooperate across functions to deliver and align projects, initiatives or services.

LOCATION: This position is located in London, Ontario.

Ontario
Local Health Integration Network

How do I qualify?

Education:

- University Degree in Communications, Public Relations or related discipline.

Experience:

- 7-10 years of previous communications and public relations experience at a senior level, preferably within the health sector.
- Sound knowledge, understanding and application of communications concepts, strategies, technical skills required in planning, execution and evaluation of communications plans for internal and external audiences.
- Demonstrated ability to plan and write a broad range of exceptional copy in a variety of media.
- Thorough knowledge of current trends in writing, graphic arts, photographic arts, and display/exhibit development and electronic communications.
- Experience in effectively working with senior management teams to lead organizations through development, change and transition.
- Demonstrated understanding of local health issues, priorities and needs while recognizing the broader trends in health care policy and system development.
- Demonstrated capacity to identify and respond quickly to emerging issues and priorities and to meet tight deadlines.
- Communication and inter-personal skills, to work effectively and develop trust with the Board of Directors, CEO, other senior management and staff, and to liaise with the MOHLTC.

Technical Skills:

- Demonstrated writing and editing skills (CP style)
- Exceptional skills with PC-based hardware/software including Outlook, Work, Power Point, Excel, Adobe Acrobat, Publisher, etc.

Language:

- Proficiency in French is an asset.

Should you be interested in this exciting opportunity, please visit www.ccacjobs.ca to apply. Application deadline is June 5, 2017.

Compensation includes competitive salary, benefits and pension plan.

For further information on the South West LHIN please visit: http://www.southwestlhin.on.ca

The LHIN is an equal opportunity employer and all applicants are welcome. 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.