

Communications Officer – London (1 Year Contract)

The South West Local Health Integration Network is seeking one **Communications Officer** to provide communications support to advance the South West LHIN's strategic directions and operational activities and support the organization's CEO, senior leadership team, staff team, and Board.

The successful incumbent will develop and implement strategies related to patient education, public inquiries, external communications, web and digital media, and multimedia.

This is a London-based, full time contract for an anticipated duration of 12 months.

What will you do?

As a Communications Officer, you will:

- Leverages digital technology solutions and incorporates digital, social and web strategies to support communications plans or seize communications opportunities.
- Lead on digital strategy and design.
- Develop and maintain website, social content strategy and digital brand.
- Develop and update website and social content on an ongoing basis.
- Apply graphic design, photography, and videography skills to communication tactics, web content, and social media.
- Contribute communications expertise to implement communications plans for corporate and health service programs.
- Write, edit, and provide quality control for audience-appropriate communication tools, including: newsletters, press releases, speaking notes, presentations, reports, marketing materials, corporate website, social media and other internal and external vehicles.
- Develop communications tactics and publications to assist in communicating with patients and their families.
- Provide prompt, courteous, and person-focused responses to public inquiries.
- Assist with media relations, including: planning and coordinating media events and releases and proactively advancing stories with the media.
- Perform daily media monitoring and ongoing media analysis in an effort to proactively anticipate and respond to issues.
- Offer proactive strategic communications advice to further promote online engagement to help advance key LHIN functions.
- Respond to requests for information or communications materials from communications contacts in the Ministry of Health and Long-Term Care, other LHINs, hospitals and other health care providers and stakeholders in the South West LHIN.

What must you have?

Education:

- Post-secondary degree in communications, journalism, web/multimedia communications or relevant field.

Experience:

- 3 to 5 years of previous experience providing communications or creative support, preferably within the health sector.
- Familiar with web content preparation, web content management systems, HTML and CSS, and web analytics.
- Applied knowledge and experience using recent versions of Adobe CS products.

Knowledge, Skills, and Abilities:

- Sound knowledge, understanding and application of communications concepts, strategies, and technical skills required in planning, execution, and evaluation of communications plans for internal and external audiences.
- Knowledge of current trends in writing, graphic arts, photographic arts, and display/exhibit development and electronic communications
- Ability to conceptualize and communicate web and social media content and solutions.
- Strong attention to aesthetics and detail.
- Analytical and problem-solving skills.
- Ability to manage time-sensitive and complex situations.
- Communication planning skills.
- Ability to work independently and to exercise judgment.
- Strong organizational skills and ability to multi-task.
- Communication and interpersonal skills, to work effectively and develop trust with various stakeholders.
- Demonstrated writing and editing skills (CP style).
- Understands web site standards and design, accessibility compliance, and support.

Preferred Qualifications:

- Proficiency in a second language, particularly French.
- An ambassador of workplace culture.

Who we are:

Local Health Integration Networks (LHINs) play a key role in Ontario's health care system. Working in partnership with patients, families, providers and community organizations, LHINs ensure people have access to the health care they need — at home and in the community.

Committed to innovation and collaborative partnerships, the **South West LHIN** plans, coordinates and funds local health services, and delivers high-quality home and community care to patients and families, with a focus on improving population health, the patient experience, and value for money across the health care system. Our staff incorporate the best aspects of teamwork and continuous learning as they work with the local community to ensure the best health outcomes for everyone.

How do I apply?

Please visit www.lhinjobs.ca to submit your resume and cover letter. **Application deadline is May 28, 2019 at 11:59 p.m.**

All applications will be reviewed; however, only those selected for an interview will be contacted. Due to volume of applications, we are not able to respond to general inquiries by phone or e-mail.

We are committed to a culture that values diversity and inclusion.

We welcome and encourage applications from people with disabilities, and are committed to providing accommodation as part of our hiring process. If you have special requirements, please advise Human Resources during the recruitment process.