

**Ref# 24NON111**  
**1-Temporary Full Time- NWOHR Program Communications Lead**  
**Meditech Expense Capital Project**

**It is a condition of this posting that your home unit can accommodate your temporary absence in the event you are successful.**

The NWOHR Program Communications Lead works within the NWOHR Program Team and reports to the Program Director on all NWOHR functional activities. The NWOHR Program Communications Lead supports the implementation of proactive and effective communications that promotes the Program Plan and regular execution, maintenance and measurement of Communications & Engagement activities, including social media initiatives, media relations, and content/message development and delivery. The NWOHR Program Communications Lead will facilitate engagement and collaboration with internal and external stakeholders, including member Hospitals across the Northwest and advance and develop communication materials including: articles, memos, bulletins, posters, new releases, presentations, surveys, focus groups, displays, employee forums, web content, video scripts, advertisements, leader toolkits and speaking points. The NWOHR Program Communications Lead will be involved in overseeing engagements and projects that advances the reputation and position of the Program and the Digital Health Roadmap.

North Western Ontario has established a forward-thinking Digital Health Vision. This vision is to be a leading health system - enabled by innovative digital transformation - where partners work together to achieve the best outcomes and care experience for the people of North Western Ontario". At the centre of our Vision is a person, patient, client. Each person will be surrounded by a single, person-centric North Western Ontario Health Record (NWOHR), where clinicians work seamlessly regardless of where they work or how they are funded. Many other tools will both link into and leverage the NWOHR. As technology changes and we continue to innovate, our vision provides for those tools to also link into the NWOHR.

The NWOHR Program will transform and enable health care across the region and stakeholders residing from the Manitoba border in the west to Manitowadge in the east will play key roles in the Program. Innovation in stakeholder engagement, experience working in virtual teams, and willingness to travel in the region will be required for all members of the Program team. The Program requires staff who are self-motivated, energetic, independent, and who thrive in roles requiring ongoing prioritization of multiple demands. This is a once-in-a-career opportunity to be part of a transformation impacting all health system staff and clinicians in Northwestern Ontario.

**PRIMARY RESPONSIBILITIES:**

- Must provide patient care or services in a manner that is consistent with TBRHSC mission, vision, values and reflects the philosophy of patient and family centred care.
- Must treat all information concerning patient affairs or illnesses and/or hospital business as confidential, privileged information, which must never be discussed except in the course of duty.
- Must be accountable for ensuring the safest patient care and services and for recognizing and reporting safety incidents or potentially unsafe conditions.

- Must abide by the Code of Conduct, work to foster an inclusive environment that honours each individual's uniqueness, and provides a culturally safe experience through respect and compassion for all staff, professional staff, patients, and community partners.
- Manages the Communications Working Group
- Interacts with and empowers leaders and cross-functional teams in consultation with the Program Director, and NWOHR Leadership Team, member hospitals and the Communications Working Group
- Oversees and leads special projects.
- Support the updating and monitoring of corporate website, intranet and social media channels
- Design and delivery of engagement initiatives for strategic planning and other initiatives.
- Consultation, design and delivery of communications & engagement resources and programs for health system partners, as appropriate.
- Tracking, evaluation and reporting on program communications effectiveness, reach and relevancy.
- Write content for internal and external audiences.
- Support brand management.
- Provide media relations support.
- Advises the Communications Working Group of emerging issues.
- Other duties as assigned.

#### EMPLOYMENT REQUIREMENTS:

##### Education/Experience:

- University Degree in Communications, Health Care, Business, or a related subject.
- Minimum 5 years of experience in communications and/or public relations required.
- Experience in a health care environment
- Demonstrated experience in community outreach, consultation or stakeholder management
- Experience in working with First Nations and Indigenous Communities/Partners
- Experience in Crisis Management and/or Emergency Management Communications
- Experience with social media tools, branding, and multimedia vehicles.

##### Skills/Abilities:

- Highly effective communication skills, i.e., technical, writing, conversational.
- Knowledge of emerging issues, challenges and gaps in ensuring equitable and effective health care access across Northwestern Ontario
- Ability to successfully manage multiple projects under tight deadlines.
- Group/Team facilitation knowledge and experience.
- Works well in strategic, operational, and tactical environments.
- The ability to exercise effective judgment is essential.
- Excellent customer service skills.
- Strong interpersonal skills, a collaborative teamwork orientation, and ability to work with diverse personalities and styles.
- Awareness of health care sector issues
- Knowledgeable of the needs of Indigenous Peoples and Francophone Communities
- Knowledge of current marketing and communications issues, trends and techniques.
- Ability to work with online content management and digital publishing tools

- Adaptable to set and prioritize work with varying exceptions.

Salary Range: \$39,979 to 47,034

The Health Sciences Centre strives to ensure the safety and security of the patients, visitors, employees and assets financial and otherwise. All offers of employment to external candidates shall be conditional upon: a satisfactory Criminal Records Check (CRC) where indicated, to ensure the absence of relevant criminal convictions; and proof of full vaccination of all required doses of a COVID-19 vaccine approved by Health Canada to Occupational Health & Safety.

The Hospital is committed to delivering healthcare in a manner that is consistent with Patient and Family Centred Care. Applicants are required to have a demonstrated knowledge, understanding and commitment to this care philosophy.

Candidates will have demonstrated adherence to the Hospital's Code of Conduct. Regular attendance at work is imperative, therefore, all applicants will have to demonstrate a good attendance record to be considered for this position.

Joining our team means that you will be an integral part of achieving our mission, vision and values.

**Our Mission:** We provide quality Care to Patients and Families, supported and advanced by research, innovation and education that is responsive to the needs of the peoples of Northwestern Ontario.

**Our Vision:** Exceptional care for every patient, every time.

**Our Values:** Diversity, Compassion, Excellence, Innovation, Accountability

We are committed to fostering an inclusive, equitable, and accessible environment supporting diversity in our work environment to provide quality care where all feel valued, respected, and supported. We are dedicated to building a workforce reflective of the communities in which we live and serve and encourage Indigenous people, visible minorities, and persons with disabilities to apply and self-identify. Upon request, accommodations due to a disability are available throughout the selection process. Additionally we are identified as an English/French speaking health sciences centre and encourage bilingual candidates to apply.

If there are no qualified applicants for the above position, the Hospital may, at their discretion, train unqualified individuals.

Interested applicants must submit a resume outlining relevant previous experience and training no later than  
11:59p.m. on **Thursday, 9 January, 2025.**

**Internal** applicants may apply via the job posting page on the iNtranet. **External** applicants must apply through our website.

Posted: December 19, 2024

NON UNION