

JOB INFORMATION FORM

A: JOB DESCRIPTIONS

A.1 JOB IDENTIFICATION

Job Title:	Marketing & Communications Specialist (Non-Union)	Date:	March 2022
Department:	Corporate Office	Page:	1 of 5
Supervisor:	President & CEO		
Supersedes:	N/A		

A.2 SUMMARY OF JOB

Reporting to the President & CEO; the overall purpose of this position will oversee all functions & activities related to public relations, marketing, branding, internal/external communications and will help support the corporate marketing & communication strategies. This position will also support the Hospital both at the project level and regional level with regards the clinical transformation of the Hospital's electronic medical record system by coordinating and working closely with the Regional HIS Communications Team. The Marketing & Communications Specialist will work cooperatively with Project Leadership and Health-Partner Communications Leads under the direction of the Transformation and Adoption Lead. This position also has a key role as ambassador for organizational culture, and values, ensuring they are visible, embedded and upheld.

This position will function in both a hands-on tactical capacity and in an organizational level strategic capacity, by providing operational guidance and advice in all marketing & communication functions.

Follows all workplace H&S policies and procedures; wears and uses personal protective equipment; ensures deliverance of a clean and safe physical/psychological environment for patients, visitors and staff and reports workplace hazards and concerns.

Supports the Patient and Family Centered Care philosophy and supervises work in accordance with applicable provisions of the Occupational Health and Safety Act and Regulations, professional standards and guidelines, and Perth and Smiths Falls District Hospital corporate and departmental Policies and Procedures.

A.3 DUTIES AND RESPONSIBILITIES:

- Lead, develop & implement the Hospital's marketing & communication strategies and plans
- Build & maintain the Hospital brand through consistency & accuracy in messaging, acting as the Brand Manager
- Identifies opportunities to promote the Hospital's Mission, Vision & Values through internal/external communications

- Develop meaningful and accessible communication content that drives awareness. Promoting the Hospital, it's services and it's people
- Drive thought leadership & innovation – think of new and creative ways the Hospital can engage and communicate to key stakeholders, community members and the media
- Develops and designs internal and external publications (social media posts/stories, presentations, web content, brochures, flyers etc.)
- Attends meetings and supports internal and external committees as require or assigned
- Support executive level presentations and communication deliverables
- Other duties as assigned

B. JOB SPECIFICATIONS

B.1 EXPERIENCE/EDUCATIONAL REQUIREMENTS

- Post-secondary education in Marketing, Advertising, Communications, Journalism or an equivalent combination of education, training and experience; healthcare sector experience preferred
- Experience in public relations and media relations strategies
- Excellent analytical, problem-solving and decision-making skills; verbal and written communication skills; interpersonal and negotiation skills
- Highly creative and motivated
- Advanced skills in Microsoft Office Suite and Desktop Publishing (Canva, Photoshop, InDesign, Illustrator)
- Advanced knowledge of social media strategies (Twitter, Facebook, Instagram, LinkedIn)
- Experience in using a software to post and track social media (Hootsuite, etc.)
- A results-orientated focus is essential, as is the ability to work in a fast-paced changing environment and effectively manage multiple deliverables simultaneously
- People and team oriented with a strong ability to establish an excellent level of confidence, credibility and cooperation with internal and external stakeholders
- Ability to communicate well, both verbally and written, is essential
- Strong understanding of the community, as well as issues facing healthcare
- Photography and/or videography experience
- Understanding of website development software

B.2 ON THE JOB, TIME REQUIRED TO ATTAIN MINIMUM COMPETENCE

- Minimum 1 year

B.3 LEVEL OF INITIATIVE REQUIRED

- Decisions or duties performed under the direction of the President & CEO in consultation with other members of the Senior Leadership Team
- Position is accountable for the development & coordination of comprehensive plans for the hospital

B.4 MANUALS/GUIDELINES USED

- Hospital Mission Statement
- Hospital By-laws

- Board/Admin/Human Resources/Departmental Policies and Procedures

B.5 PHYSICAL DEMANDS

TASK DEMANDS:

TASK	FREQUENCY			
	Never (0%)	Occasional (<33%)	Frequent (33%-66%)	Constant (>67%)
Sitting – remaining in the normal seated position.				X
Standing—remaining on one’s feet in an upright position without moving about or combined with walking			X	
Walking – moving about on foot on level or uneven surfaces		X		
Stooping/Bending – bending down and forward at the waist in a sitting or standing position.		X		
Kneeling – bending legs to rest on one or both knees		X		
Crouching/Squatting – Bending down and forward by bending legs at knees.		X		
Crawling – Moving about on hands and/or knees or feet.		X		
Twisting – Rotating upper torso left and right while sitting or standing			X	
Balancing – maintaining body equilibrium to prevent falling when walking, standing, crouching, kneeling on narrow, slippery or moving surfaces.		X		
Climbing – Ascending/descending ladders, stairs, scaffolding, poles or inclined surfaces.		X		
Keyboarding – using a computer keyboard, adding machine, calculator, typewriter, etc.				X
Reaching – extending hands and/or arms below, at or above shoulder height.		X		
Gripping/Handling – manipulating objects with the hands by seizing, holding, grasping using a power grip or simple gripping				X
Fingering – manipulating objects using the key, palmer or tip pinch grip positions.				X
Lifting --	Under 10 lb (4.5 kg)			X
	10 – 20 lb (4.5 – 9.0 kg)		X	
	20 – 40 lb (9.0 – 18.0 kg)		X	
	40 – 60 lb (18.0 – 27.0 kg)		X	
	Over 60 lb (27.0 kg) Specify: _____		X	
PUSH/PULL REQUIREMENTS (identify specific tasks requiring pushing/pulling; equipment involved)	Frequency			
	Occasional (<33%)	Frequent (33%-66%)	Constant (>67%)	

B.8 WORKING CONDITIONS

- Work is performed in an office environment within the Hospital setting with only occasional patient contact requiring strict adherence to infection control and health and safety policies and protocols and occasionally requiring the use of PPE
- Work may require some travel
- Flexible working hours are required to accommodate special events

THE ABOVE INFORMATION IS CORRECT AS APPROVED BY:

President & CEO

Incumbent
