



eHealth Centre of Excellence
is currently seeking a full-time (6-12 month Contract)
Communication Coordinator

Program Overview:

The eHealth Centre of Excellence strives to work at both the provincial and local level to move eHealth initiatives in Waterloo Wellington, forward. The Centre's founding vision is one of innovation and partnership: to create a collaborative space in which to share knowledge, develop best practices and enable technology to support improved clinical care. Critical to the success of eHealth initiatives is working with system partners to support priorities that ensure the best case for the residents of Waterloo Wellington.

Position Description:

Reporting to the Project Manager, the Communication Coordinator will provide strategic and tactical communications and media relations support to the Project Team. The incumbent will also be responsible for providing direction and guidance to the program to ensure that the program's strategic communication and stakeholder engagement plan is consistently implemented and conveys the overall missions and vision of the program. This position requires an enthusiastic and motivated individual who has a passion for communication in all its forms. The successful applicant will have an eye for detail, the ability to meet deadlines and manage multiple projects.

Key Roles and Responsibilities:

- Provides leadership and consultation to the project to recommend and develop strategic communications and stakeholder engagement strategy and plans.
- Develops communication materials including but not limited to: newsletter/magazine articles, brochures, bulletins, posters, news releases, presentations, surveys, displays, web content, advertisements, and speaking points.
- Ensures all program communication and documents are in alignment with program standards and guidelines.
- Assesses media reports and identifies important issues, challenges, and opportunities.
- Works with stakeholders to ensure an integrated and consistent communications strategy.
- Plans and coordinates appropriate internal/external speaking opportunities and community display/exhibit opportunities and evaluates results.
- In consultation with Program Team and Program Manager, develops media action plans including news conferences, coordinating appropriate internal/external spokespeople and interview opportunities, preparing key messages and news releases, determining appropriate

media outlets.

- Attends and participates on various regional and program specific committees to provide appropriate communications counsel and support, as required.
- Responsible for monitoring social media and implementation of social media strategies.
- Other duties as assigned

Experience, Skills & Qualifications:

- University degree in Communications, Public Relations or related discipline
- Experience in Healthcare or Not-for-Profit
- 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
- Proficiency in the use of business application software including related website, social media and word processing software
- Demonstrated ability to plan and write a broad range of documents and an ability to translate complex ideas and concepts into readable copy
- Demonstrated ability to plan and coordinate effective media publicity and special events
- Demonstrated ability to work both independently and collaboratively in a team environment
- Demonstrated experience quickly building and maintaining effective and productive working relationships in complex, multi-stakeholder healthcare environments
- Demonstrated experience working on projects related to health informatics at the regional and provincial level is an asset
- Demonstrated experience in resolving conflict and successfully building consensus
- Demonstrated experience organizing and maintaining effective project documentation
- Demonstrated experience working in cross functional project teams
- Exceptional analytical and problem-solving skills
- Demonstrated ability to manage competing priorities and meet tight deadlines
- Strong attention to detail
- Ability to work in a diverse and fluid working environment recognizing that different opinions and backgrounds can bring strength to the tasks at hand
- Some travel within Waterloo-Wellington Region may be required

If this position is of interest to you, please submit your cover letter and resume by to: hr@family-medicine.ca

The CFFM Care Innovations team is a respectful and inclusive workplace. Upon individual request, hiring processes will be modified to remove barriers to accommodate those with disabilities. Should any applicant require accommodation through the application, interview or selection processes, please contact Human Resources at hr@family-medicine.ca for assistance.

We thank all interested applicants; however, due to the volume of resumes we receive only those selected for an interview will be contacted.