



WTOHT Communications Specialist

The West Toronto OHT works together as patients, caregivers and healthcare providers, to improve the experiences of and outcomes for people living and seeking care in West Toronto for all stages of life by becoming one connected system of health and social care.

The OHT is seeking a Communications Specialist to communicate the priorities and share the impact we are having in our community.

The successful candidate in this role will be an integral member of the team, responsible for implementing several elements of the OHT's communication strategy in an effort to ensure communication is effective between the OHT, its member organizations and members of west Toronto.

We are looking for a skilled, creative and motivated Communications Specialist to join our team. In this role, you will be responsible for working to enhance and protect the OHT brand, helping to ensure members of the public have information they need to access services and experience seamless transitions of care across the continuum. This will largely be done through the OHT's website, email distribution strategy, Social Media and other storytelling channels; responsibilities include producing compelling content, generating story ideas, monitoring the news for trends and emerging issues and tracking website and social media analytics. This position also supports internal communications as needed.

The Communications Specialist will report to the Communications Team and, in the future, the OHT's Director.

Responsibilities:

- Work collaboratively within the OHT and working groups to ensure stories of success are identified and developed.
- Schedule, co-ordinate, write and edit content for our Social Media channels and Corporate website
- Ensure website is updated at all times
- Monitor our social media channels for emerging issues, including issues management
- Respond in a professional and timely manner to requests and incoming questions from all stakeholders



WEST TORONTO

ONTARIO HEALTH TEAM

- Supports internal communications needs for the WTOHT
- Work with our members of the communications team to identify and pitch story ideas to journalists and external stakeholders
- Collect and analyze social media and website analytics to inform content strategy
- Develop ideas for stories and campaigns that are timely, newsworthy and enhance our brand and further our strategic priorities
- Special projects and other strategic communication duties as assigned, including event support, producing internal communication assets, etc.

Qualifications:

- Undergraduate degree/diploma in journalism, public relations, communications, or related area.
- Minimum 3 to 5 years of experience required.
- Knowledge of communications trends and ability to foresee newsworthy and compelling stories and storytelling formats.
- Knowledge of Social Media platforms and associated strategies required.
- Lead website development and maintenance, search engine optimization and trouble-shooting on wtoht.ca.
- Strong writer and editor; must have ability to ensure error free materials.
- Strong verbal communication skills and interview style.
- Strong interpersonal skills and ability to build relationships with a variety of internal and external stakeholders, including clinical teams, patients, journalists.
- Experience with collecting and analyzing social media analytics;
- Results oriented, with the ability to balance competing priorities.
- Ability to work effectively under pressure; mature judgment for assessing difficult situations and identifying potential public relations issues.
- High energy, flexibility and the ability to work effectively in a fast-paced environment.
- Issues management experience is an asset.

The selected candidate will be an employee of The Four Villages Community Health Centre on behalf of the West Toronto OHT. Interested candidates should e-mail a resume and cover letter indicating the position title to: Hiring Committee at jobs@4villages.on.ca.

Contract Duration: May 15, 2022 – March 31, 2023



WEST TORONTO

ONTARIO HEALTH TEAM

Hours of work: 9:00 am to 5:00 pm working a 37.5 workweek. The incumbent may be required to work beyond 5:00 pm on occasion.

Salary: \$72,000.00 - \$80,000.00 per annum, plus 4% in lieu of vacation and 6% in lieu of benefits

Pension: Healthcare of Ontario Pension Plan (HOOPP)

Closing date: April 29, 2022

As a condition of employment, the successful candidate must be fully vaccinated for COVID-19 and provide proof of their vaccination status prior to the start of employment.

We thank all the applicants for their interest and advise that only those selected for an interview will be contacted.

We are an equal opportunity employer and encourage resumes from people who reflect the diverse communities we serve. Reasonable accommodation will be provided in all parts of the hiring process as per resources available to us. If you require any accommodation, please advise Human Resources.

Please note Four Villages is a scent-free environment.