



Director, Communications and Public Affairs

Competition #: 301-24

Employee Type: Permanent Full Time

Location: Orangeville, ON

JOIN US IN PROVIDING EXCELLENT CARE, CLOSE TO HOME

At Headwaters Health Care Centre (HHCC), our commitment to excellence sets us apart. We believe in providing excellent care, close to home, for the residents of Dufferin County-Caledon. Are you ready to contribute to a healthcare legacy that makes a difference? We are on the lookout for individuals driven by purpose, eager to make a substantial impact on the lives of our patients, their families, and our dedicated staff.

THE OPPORTUNITY

Join a progressive and collaborative Senior Leadership Team as the **Director, Communications and Public Affairs at HHCC**. As the successful applicant you will join HHCC in the first year of an ambitious five-year strategic plan with a vision of One Community, Caring Together and a clear purpose to Provide Excellent Care, Close to Home. You will report to the President & CEO. You will play an integral part in positioning the growth of HHCC into the future to meet community needs.

Strategic Responsibilities:

- Develop programs and services in the area of communication, media, public relations, online presence, branding and marketing strategies
- Work closely with the President & CEO, the Executive Leadership Team and Senior Leadership Team to advance corporate priorities and manage risks
- Supporting the delivery of the strategic plan including developing and managing the approach for community, government and internal engagement

External Relations:

- Development, implementation and evaluation of strategies for external relations
- Plan and implement advocacy initiatives to inform elected and non-elected government officials and decision-makers regarding Hospital priorities and challenges
- Prepare Board of Directors and senior leaders with relevant information to support discussions with relevant parties
- Liaison with the Board of Directors on communications and advocacy matters.

Communications:

- Management of key messaging and themes for alignment across multiple parties and groups
- Development and implementation of an internal communications plan, executive communications, corporate announcements, newsletters and other internal communications channels
- Monitoring issues, emerging trends and themes, internally and externally and providing counsel, approaches, and communication materials to manage issues and crisis communications
- Providing guidance and support for the implementation of major corporate branding activities and executive communications
- Lead and manage public events hosted at or by the Hospital in collaboration with appropriate partners such as People & Culture, and the Foundation
- Drive social media activity and ensure online presence is optimized
- Oversee and manage the website and intranet
- Support the Foundation's fundraising messaging, activities and events, as required in collaboration with the Foundation team
- Support Dufferin County Paramedic Service communication strategies as required in collaboration with Dufferin County's communications team.
- As a partner of the Hills of Headwaters Collaborative Ontario Health Team, support strategic communications priorities
- Implementation of effective policies and procedures, tools, and leading practices and active collaboration with subject matter experts
- Development, implementation and evaluation of strategies and initiatives to promote organizational programs/services and priorities in a proactive and positive manner
- Supports and informs employee, professional staff and volunteer engagement strategies, awards and recognition programs
- Contribute to communications programs for community events, outreach, projects and initiatives
- Develop key messages, speeches and other media for members of the Board, senior management team and/or others as deemed appropriate

Media Relations:

- Develop and implement comprehensive media relations plans to facilitate public communications and position HHCC positively
- Act as the primary media contact for the organization and authorized as corporate spokesperson, when required
- Enhance the Hospital's public profile and highlight the activities and work of Hospital staff, professional staff including program growth and service changes

Other:

- Lead by example by following Hospital protocol in a safe and efficient manner
- Promote an environment that encourages and supports change using change management theory
- Partake in the Administrator on-call rotation after three (3) months

QUALIFICATIONS

- University degree in communications, public relations, marketing or a related discipline
- Completion of a Masters' degree in a relevant discipline is preferred.
- Minimum seven to ten (7 - 10) years of recent related experience in corporate communications or public relations in a leadership capacity
- Expert level knowledge in marketing, social media, media and public relations practices, strategy and techniques
- Understanding of government relations, with experience in a public facing organization (preference for those with experience in health/hospital organizations)
- Strong writing skills, including an excellent ability to comprehend and translate medical and technical terminology into appropriate language suitable for multiple audiences
- Superior strategic and critical thinking skills, sound judgement, problem-solving skills focused on translating challenges into solutions and opportunities
- Big picture thinking with the ability to evaluate potential risks and anticipate opportunities for the organization
- Experience at forging partnerships with partners from across the spectrum of healthcare and all levels of government
- Excellent interpersonal and client service skills, as well as the ability to work effectively with a variety of stakeholders with diplomacy, including influencing senior internal clients (professionals and leadership)
- Ability to handle confidential and sensitive information with skill, tact and diplomacy
- Advanced project management and research skills to support a broad scope of projects
- Knowledge of current dissemination and measurement tools.
- Demonstrated ability to effectively engage at all levels of the organization and understand the importance of effective engagement
- A leadership and management style that is positive, collaborative, consultative, honest, participatory, respectful and empowering
- All employees of HHCC are responsible to contribute to a transparent culture of patient and staff safety by adhering to and abiding by patient and staff safety policies and procedures set by the hospital.
- Commitment to HHCC's Values, Purpose and Strategic Priorities

HEALTH, SAFETY & WELLNESS

Join us in a culture where your well-being is a top priority. Health and safety are of utmost importance at HHCC. We're dedicated to providing a safe workplace and encourage active participation from all team members.

At HHCC, we prioritize work-life balance, valuing our employees' well-being. Where possible can provide flexibility in working hours to accommodate a variety of schedules and support individual life commitments.

BENEFITS & PERKS

When you choose to be a part of HHCC you're choosing a workplace that prioritizes your growth and well-being. We invest in your professional development, fostering an environment that values continuous learning and growth, ensuring your career thrives.

- We provide a comprehensive benefits package that includes employer-paid extended health and dental coverage, along with life insurance, paid sick days, and short-term disability income protection
- Healthcare of Ontario Pension Plan (HOOPP), one of Canada's largest defined benefit pension plans
- Education Fund Opportunities, Career Development and Education Sessions
- Access to Family & Employee Assistance Program

HOW TO APPLY

To submit your application please visit our website at [Headwaters Health Care Centre - Current Opportunities](#) competition #301-24.

Join us to provide excellent care, close to home and contribute to a senior leadership team shaping the future of healthcare in Dufferin County-Caledon.

We thank all those who apply but only those individuals selected for further consideration will be contacted. Headwaters Health Care Centre is an inclusive and equal opportunity employer and supports the compliance of the Accessibility for Ontarians with Disabilities Act (AODA). If you have a need for an accommodation, please contact Human Resources so that appropriate arrangements can be made.

Headwaters Health Care Centre is a smoke free facility. Smoking is not permitted on hospital properties. We thank everyone who works at or visits our hospitals for respecting this healthy initiative. We are also a scent-free environment for all employees and visitors.

All job offers will require compliance with our COVID-19 Vaccination Policy for proof of full vaccination unless provided with a medical exemption or an accommodation under the Ontario Human Rights Code.