

Job Description	
<b>Title</b>	<b>Communication &amp; Community Engagement Lead</b>
Reports to	Communication & Engagement Working Group Chair, Frontenac, Lennox & Addington Ontario Health Team
Location	Frontenac, Lennox & Addington Region (remote working at time of posting)
Position Type	One-year contract
Start Date	As soon as possible
Salary	\$77,683 – \$93,220

## Overview

The Frontenac, Lennox & Addington Ontario Health Team (FLA OHT) is one of many Ontario Health Teams (OHTs) being built across the province with a goal of improving people’s access to more connected health and wellness care. OHTs will seek to improve the experiences of patients receiving care and of the health-care providers delivering the care, while simultaneously pursuing opportunities to streamline service delivery and create system efficiencies. For detailed information about our OHT, visit [www.flaomt.ca](http://www.flaomt.ca). For more information about Ontario Health Teams in general, [click here](#).

## Position Summary

Reporting to the Communication & Engagement Working Group Chair, the Communication & Community Engagement Lead will work together with the Communication & Engagement Working Group members, the FLA OHT Executive Lead and regional health-care providers to provide more efficient, integrated and equitable health care to the people of the FLA region. As a key member of the Communication and Engagement team, you would be responsible for designing proactive and strategic community engagement and communication strategies and initiatives that aim to support health-care system redesign and population health management by reaching a range of audiences, including community and health-care system stakeholders and the news media. As someone who is a strategic, innovative thinker, you will work closely with FLA OHT leaders, partners and working groups and alongside communication and engagement colleagues whose role is to provide leadership, innovation, inspiration and value to the FLA OHT health-care stakeholders, enabling strategic, high-impact communications and engagement activities.

## PRIMARY RESPONSIBILITIES & DUTIES:

### Strategy & leadership

- Develop and implement the communications and community engagement strategy for FLA OHT to guide its strategic development.
- Engage with FLA OHT leaders, project and working groups on the development and delivery of communication and community engagement programs that support the strategic goals of the OHT, including improving the experience for those receiving and providing health care, with a focus on advancing the FLA OHT’s year-one projects.
- Promote an environment of collaboration, teamwork, support, respect and inclusivity.

- Demonstrate vision, creativity and innovation in alignment with OHT goals and objectives.
- Demonstrate excellent communication, facilitation, interpersonal, organizational, team building and relationship management skills.

### **Community engagement**

- Develop and implement innovative community engagement and co-design strategies that effectively involve and empower OHT stakeholders to contribute to the evolution of our work and the design of our services.
- Build partnerships and communicate effectively with internal, external and government stakeholders.
- Ensure community engagement initiatives promote equity with strategies for reaching vulnerable, marginalized and hard-to-reach populations.
- Synthesize community engagement feedback as input to FLA OHT strategy and innovation priorities, ensuring alignment of services with the needs and expectations of our community stakeholders.

### **Communications**

- Bring the stories of our OHT development to life with innovative, multimedia approaches that keep stakeholders informed and engaged with the development of their OHT.
- Identify and execute storytelling and other tactical communication opportunities for target audiences and approaches utilizing various media, including but not limited to newsletter, video, online, social media, print, radio, briefing notes, news releases, web and photography.
- Write, edit, proofread written materials, including but not limited to stories, webpages, presentations, articles, editorials, publications, newsletters, news releases, and other written communications.
- Develop policies to support effective communication and engagement practices across the OHT.
- Provide general information to the public and media to keep stakeholders informed and engaged with events happening within the FLA OHT, promoting opportunities for participation and/or submitting feedback.
- Oversee change management activities, media relations, crisis communications and contentious issue management.
- Handle media calls as the primary media contact and provide advice and interview preparation to leaders as required to assist with each inquiry.
- Develop measures for communication and engagement effectiveness in alignment with OHT strategic goals and provide timely analysis and reporting.
- Review analytics, assess communication and community engagement programs and report findings with recommended improvements for future communication.
- Conduct research to support the development of complex, audience-targeted communication and community engagement programs.
- Coordinate the production of collateral materials in collaboration with leadership, project and work group leads, ensuring quality control.
- Support team, programs, new initiatives, and perform other duties as assigned.

## Qualifications

- University Degree or equivalent plus specialized training in communications, public relations or journalism at the College level or equivalent preferred
- Minimum of five years of experience in a highly disciplined communication and community engagement environment
- Excellent and versatile plain language writing skills, writing and editing to CP style
- Strong interpersonal skills, including consulting, collaboration, diplomacy, tact, listening and analytical skills
- General understanding of foundational FLA OHT concepts including: patient/client-centered care, health equity, collaboration, and collaborative decision making
- Knowledge of IAP2 and experience-based co-design engagement principles and methodologies
- Knowledge of the health care field or experience in a complex, public-sector work environment
- Ability to plan, develop and follow strategic communications plans and execute tactics in a corporate, public sector health care environment
- Current with industry trends, innovations and best practices in strategic communication
- Experience with and understanding of social media and social media management platforms and trends
- Advanced ability to be of service
- Sound business acumen and ability to manage fiscal resources assigned to OHT projects
- Ability to manage large projects with multiple resources
- Excellent skills and knowledge working with MS Office, Excel, presentation software, and Content Management Systems (CMS)
- Experience with operating a digital SLR camera and digital video camera
- Ability to work effectively in a dynamic fast paced organization with multiple competing priorities
- Ability to establish credibility and build relationships at all levels of the organization and with partners
- Proven ability manage time, prioritize work and understand all contributing factors
- Must be self-motivated and able to practice good judgment in making decisions both independently and within a team
- Must be able to attend meetings, special events and activities across partner sites (post-pandemic) and outside of regular business hours and some weekends

## Organizational Responsibilities

- Complies with all relevant legislation and KCHC policies, including privacy laws
- Supports consistent application and development of KCHC policies and procedures
- Promotes awareness of and participation in KCHC activities
- Demonstrated commitment to continuous learning and quality improvement
- On occasion, perform other duties, as required

## Competencies

**Organizational Competencies:** Accountability, Client Focus, Collaboration, Continuous Learning

**Position Competencies:** Attention to detail, Communications, Knowledge/Professional/Technical expertise, Problem Solving, Teamwork, Time Management

### **Other Requirements**

- French language is an asset
- Current and satisfactory Criminal and Vulnerable Persons Check
- While currently a remote working position, this position will, at some point, require travel within the Frontenac, Lennox & Addington region for office-based work and/or meetings

### **Application Instructions**

- Please include a cover letter clearly outlining how your skills and experiences correspond with the specific job qualifications along with your resume.
- Save all documents as a single PDF file using your own name (Last, First).
- Email to [hr@kchc.ca](mailto:hr@kchc.ca) citing reference "2021-60-KCHC" in the subject line.
- Applications must be received to Human Resources by **Friday, August 6, 2021.**

**All KCHC staff have a duty to understand and follow KCHC policies, uphold high ethical and professional standards, and maintain confidentiality and privacy, using tact and good judgment in all dealings with other staff and clients.**

**KCHC is an equal opportunity employer, respecting and embracing the needs and diversity of our employees. If you require an accommodation to fully participate in the hiring process, please notify Human Resources.**

**KCHC is a proud Living Wage employer!**

**Kingston Community Health Centres, 263 Weller Ave. Unit 4 Kingston ON, K7K 2V4 [www.KCHC.ca](http://www.KCHC.ca)**