



JOB POSTING

Competition Number NU 2023-09

Union/Non-Union: Non-Union
Position: Communications Coordinator
Status: Temporary Full Time
Program: Administration
Initially assigned to: Main Office

Purpose:

Under the general supervision of the Director of Communications and Governmental Affairs, the Communications Coordinator is responsible for providing internal and external communications support for CMHA, North Bay and District, including content creation, social and digital media communications and event coordination. The Communications Coordinator will work independently and within the team on activities related to corporate communications, public relations, social media and marketing, training and education, and awareness campaigns that support the mission, vision, core values and principles of the Organization. Due to the nature of this position, there may be an opportunity for the work to be done remotely.

Education and training:

- University degree or equivalent experience in a related discipline i.e., Journalism, PR, Communications

Requirements:

- A negative Police Vulnerable Sector Check
- A valid Class G driver's licence and proof of insurance
- Daily access to a reliable vehicle
- Able to lift at a minimum 20 lb from squatting to standing position
- Working knowledge of (or willingness to learn) the *Acts* that may arise to complete the duties of the job (i.e. *Ministry of Health and Long-term Care Act, Occupational Health and Safety Act* and the *Health Care Consent Act*)
- Bilingualism (English/French) is an asset

Experience:

- Early-career or post-grad applications welcome; preference will be given to those with 1 to 3 years experience in public relations, communications, journalism, or media relations
- Experience in a charitable or non-profit environment, with a focus on health, mental health or public health is an asset

Duties:

- Assist with coordinating the Organization's internal and external communications including articles for the website and intranet, social media, newsletters, email announcements, poster campaigns, brochures, videos, etc.
- Improve the Organization's social media presence employing strong social media management skills, including analytics and strategies for increasing reach and impact
- Handle social media, website, and intranet updates, including graphics, uploading, SEO
- Create and promote engaging content:
 - Write and edit web articles, social media posts, press releases, key messages, to promote and publicize programs, initiatives, and campaigns
- Support day-to-day operations:
 - Effectively manage workflow and timelines pertaining to a variety of marketing communications projects simultaneously, in various stages of completion
 - Actively participate in team meetings and provide input/suggestion/feedback
- Compile monthly reports indicating social and digital media performance
- Work as a member of event planning team to ensure smooth running of events
- Collaborate across teams on corporate communications products that may include presentations, brochures, pamphlets, posters, reports, or other collateral as required
- Ability to work professionally, autonomously, collaboratively, and respectfully within a team environment and with a range of internal and external stakeholders
- Maintain up-to-date knowledge of the *Mental Health Act* and related legislation
- Understand the structure and personnel of local community support agencies, government departments, institutions, and other groups relevant to the organization
- Build community partnerships and represent the Organization in a professional manner through respectful communication and ethical decision making
- Advise supervisor and/or delegate of potential problems
- Participate on Organizational and outside committees as applicable
- Participate in peer support and motivation, role modelling, and team building as required
- Participate in meetings as required
- Support coordination of award programs and staff engagement activities

Knowledge/Skills/Abilities:

- Excellent research, writing, editing and proofreading abilities with a strong attention to detail and a high degree of accuracy
- Understanding of marketing and digital communications strategy, tactics, planning and development, including messaging, copy, campaigns, social media posts, blog articles, email marketing and newsletters
- Understanding of key issues in mental health, mental illness, public health, psychology and well-being, or interest in gaining expertise in this area
- Demonstrate high levels of computer literacy and skills and have a strong facility with the Internet
- Demonstrated proficiency with Microsoft Office and in-house systems
- Thorough understanding of digital and social media platforms including Facebook, Twitter, Instagram, YouTube
- Interest in and knowledge of current developments and trends in media and communications
- Ability to work independently, to be proactive, and to handle uncertainty, ambiguity, and the challenge of quickly evolving goals
- Capacity to collaborate across teams, capability to work independently or within group dynamics as required
- Effectively able to work under pressure and manage change in a fast-paced environment
- Working knowledge of graphic design principles and software (Canva)
- Experience with WordPress
- Demonstrated ability to work cooperatively and independently and as part of a team
- Superior interpersonal/verbal communication skills
- Strong problem-solving, organizational and time management skills with a proven ability to meet deadlines
- Participating in and/or leading workshops and seminars
- Ability to maintain confidentiality as per PHIPA (Personal Health Information Protection Act)
- Able to identify and understand key issues and overcome challenges or obstacles in a creative, organized, and strategic manner
- Effective decision-making
- Sound analytical thinking, planning, prioritization, and execution skills
- Knowledge of, and sensitivity to, gender, race, sexual orientation, age, and multicultural issues

Personal Suitability:

- Commitment to continuous learning and ongoing professional development
- Demonstrated professionalism in dealing with confidential and sensitive issues
- Demonstrated positive work record and excellent attendance record
- Ability to meet the physical and sensory demands of the position
- Willing to travel between sites of the organization
- Willing to work flexible hours; days, evenings, weekends and holidays
- Available to work outside of regular work hours at the manager's request
- Available to attend special events as required

Selection Process:

Candidates will be selected for the position based on their skill, ability, experience, and qualifications as identified in their resume

Shift:

Days, evenings, weekends, and holidays

French Language Services Required:

Bilingualism is an asset. If no bilingual candidates (both internal and external) meet the qualifications, unilingual candidates will be considered

Salary:

\$31.19 - \$36.21/hour

\$56,765 \$65,902 annually (* based on full-time hours)

Send resume and cover letter via email.

Please note the job competition number (see above) in the subject line of the email to:

careers@nbd.cmha.ca

CMHA-NBD promotes the principles of and adheres to the tenets of the Ontario Human Rights Code. We strongly encourage applicants with lived experiences, from Indigenous communities, people of all races, colors, ethnic origins, religions, disabilities, and sexual orientations to apply. We recognize that equitable access to employment is an agent in social change.