

Project CARE (Cultivating Adoption of Regional eHealth)

Communications Coordinator

Project Description

Over the past few years a regional electronic health record (EHR) known as ClinicalConnect has been adopted by healthcare providers within the Waterloo Wellington Local Health Integration Network (WW LHIN). ClinicalConnect, operated by the Hamilton Health Sciences Corporation (HHSC), is a secure portal providing authorized clinicians with real-time access to their patients' electronic health records from hospital and Community Care Access Centre (CCAC) data sources and supports eHealth Ontario's objectives of providing seamless access to electronic health records across the continuum of care.

The purpose of the Project is to improve the quality of care delivered to the residents of Waterloo Wellington by expanding access to EHR technology (i.e. ClinicalConnect) to an additional 2000 users. By increasing care provider team access to the EHR, patients will directly benefit as clinical decision makers will have a more fulsome picture of patient health information, enabling more timely and informed decisions about care.

Role Description

- To provide strategic and tactical communications and media relations support.

Time Requirement

- Part time Temporary (13 months)

Key Responsibilities

- Provides leadership and consultation to the project to recommend and develop strategic communications and/or promotional plans.
- Develops internal/external communication materials, including: newsletter/magazine articles, brochures, bulletins, posters, news releases, presentations, surveys, displays, web content, advertisements, and speaking points. Catalyst for developing and presenting story concepts.
- Assesses media reports and identifies important issues, challenges, and opportunities.
- Prepares community consultation plans and provides input on community engagement.
- Works with eHealth Ontario and the WW LHIN on an integrated and consistent communications strategy for the project
- Ensures that corporate graphic standards and other organizational standards and requirements are adhered to.
- Plans and coordinates appropriate internal/external speaking opportunities and community display/exhibit opportunities and evaluates results.
- 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 project 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.

Education

- College or University degree in Communications, Public Relations or related discipline.

Experience

- Sound knowledge, understanding and application of communications concepts, strategies, technical skills required in planning, execution and evaluation of communications plans for internal and external audiences.
- Proficiency in the use of personal computers including related website, social media and word processing software.
- Demonstrated ability to plan and write a broad range of exceptional copy 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
- Strong interpersonal skills, and demonstrated ability to work effectively with internal/external stakeholders.
- Experience with the Health Sector is an asset

Skills

- strong written/verbal communication skills
- time management
- innovation
- team player
- interpersonal skills
- problem solving
- leadership
- creativity
- customer focus/service
- business application software skills
- initiative

If this position is of interest to you please send your letter of interest and your Curricula Vitae to:
Ms. Jenn Metzloff, Administrative Lead/ Human Resources
electronically to jenn.metzloff@family-medicine.ca