

Job Description

(For Positions in UNIFOR Local 5555, Unit 1)

Job descriptions do not include every duty that an individual in a position performs. They are intended to be representative and characteristic of the duties required and the level of work performed. Depending upon the size of the department or unit and its functional activities, incumbents who fall into this category may perform all of the duties listed below or, in the case of large departments or units, may be assigned to designated specialized functions.

JD #:	JD00820	Pay Grade:	8
JD Title:	Communications Coordinator	JD FTE Hours:	35
Job Family:	Program		

General Description

Responsible for developing, implementing, and evaluating a strategic communication plan which includes marketing initiatives and incorporating new infrastructure to support the communication activities and enhance the overall profile of a department.

Representative Duties & Responsibilities

- Develop, coordinate and implement a work plan for the communication and promotion of the department.
- Develop the infrastructure to support the communications strategy on an ongoing basis.
- Develop recruitment, communication, and strategic plans and objectives.
- Conduct ongoing market research which includes administering surveys and planning, coordinating, and facilitating focus groups.
- Provide recommendations on the future development of communication strategy, structure, function, and activity.
- Complete annual needs assessments and write business plans which include the development of communication and strategy plans and objectives.
- Compile and disseminate ad hoc reports and products to broad audiences and stakeholders.
- Write and design communications, marketing, and dissemination tools for diverse audiences in print and electronic formats.
- Liaise with internal contacts, external partners, community organizations and other stakeholders.
- Evaluate websites and makes necessary changes regarding graphic layout, content, usability and relevance.
- Photograph and record various events and collect signed consent forms for release.
- Develop and maintain a graphics and video inventory.
- Represent the department at various events including, but not limited to, information sessions and fairs.
- Conduct database, literature, and web searches to locate documents and articles that can be used for reference in marketing tools.
- Update and maintain information in databases.
- Source vendors and obtain pricing information.
- Attend and participate in a variety of meetings.
- Remain current with frequent developments in social media platforms and trends in the communication field.
- Draft press releases for review by relevant stakeholders prior to their release.
- Proofread and edit various publications authored by other staff members.
- Plan the production and graphic design layouts of departmental publications and communications tools.
- Deal with a wide variety of individuals inside and outside the organization, including responding to national and international inquiries received by the department.
- Coordinate media inquiries and connect media with relevant persons in the department.
- Stay abreast of new technologies and developments in the field to ensure the communication plan is current and relevant.
- Develop and maintain social media platforms.
- Develop strong working relationship with key contacts, both clinical and non-clinical for purpose of promoting activities and programs of the clinics as well as of the department.
- Coordinate with clinic leadership to roll out patient engagement strategies.
- Work with clinics to disseminate information to patients.
- Identify opportunities for communication and leverage and optimize these opportunities using existing tools.

Supervision

- No formal supervision of others is required.

Qualifications

- Bachelor's degree in Communications, Marketing, or related field.
- Requires 3 years of relevant experience.

Effort

Physical Effort:

- A typical work day consists of greater than 3.5 hours of low physical effort for activities such as:
 - Intermittent periods of keyboarding to word process documents and enter data into databases.
- Elements of moderate physical effort are not a regular feature of this job.
- Elements of high physical effort are not a regular feature of this job.

Mental Effort:

- A typical work day occasionally requires routine mental effort for activities such as:
 - Collecting information, word processing routine documents, and inputting data into databases.
- A typical work day consists of greater than 3.5 hours of moderate mental effort for activities such as:
 - Conducting ongoing market research.
 - Providing recommendations on the future development of communication strategy, structure, function, and activity.
 - Liaising with internal contacts, external partners, community organizations and other stakeholders.
 - Evaluating websites and making necessary changes regarding graphic layout, content, usability and relevance.
- A typical work day consists of up to 3.5 hours of high mental effort for activities such as:
 - Developing, coordinating, and implementing a work plan for the communication and promotion of the department.
 - Developing recruitment, communication, and strategic plans and objectives.

Working Conditions

Physical Environment:

- There are no adverse physical environment conditions inherent to the job.

Psychological Environment:

- Occasionally interacts with individuals who may be rude or upset.
- Frequently handles competing requests and multiple deadlines.

Health & Safety:

- Occasionally required to travel to other sites.