

## JOB POSTING #2024/021

### POSITION:

Public Relations Specialist – Communications Services - OPSEU

### HOURS OF WORK:

Temporary – Full-Time - 35 Hours Per Week (1.00 FTE)

### EFFECTIVE:

July 2, 2024 until December 5, 2025 (Subject to Change)

### LOCATION:

Main Office – North Bay

### ADDITIONAL INFO:

Leave of Absence

### POSITION SUMMARY:

Under the direction of the Manager, Planning, Evaluation & Communications Services, the Public Relations Specialist is the internal marketing and strategic communications expert for the Health Unit. The Public Relations Specialist ensures strategic alignment of communications activities and adherence to public health standards. The Public Relations Specialist is responsible for developing internal and external communications strategies, and for maintaining the public image of the Health Unit. Duties include but are not limited to: preparing and promoting news releases and media advisories; coordinating and supporting responses to media enquiries; overseeing the quality of the Health Unit's website and social media platforms; reviewing and disseminating internal communications; developing, implementing, and evaluating strategic communications plans; promoting program initiatives; managing the Health Unit brand and corporate communication templates; providing media training to staff, and coaching on communications standards. All work is consistent with the mission, vision, values, objectives, policies, and standards of the Board of Health.

### QUALIFICATIONS:

#### Education, Experience, Knowledge, Skills & Abilities:

- Bachelor's degree in Communications, Public Relations, and/or Marketing
- Minimum six years of public relations or marketing experience, including two years or more in a relevant strategic marketing and communications role
- Advanced knowledge of Canadian Press writing style
- Demonstrated knowledge applying the *Accessibility for Ontarians with Disabilities Act* standards to communications products
- Demonstrated knowledge of applicable legislation
- Strong familiarity with online marketing best practices and solid understanding of website and social media platforms and metrics
- Superior written and verbal skills and excellent presentation skills
- Advanced copywriting, editing and proofing skills to ensure accuracy and attention to detail
- Strong strategic communications and marketing planning skills and market research interpretation skills
- Proficient use of computer technology including the use of Microsoft Office 365 programs (Word, Excel, PowerPoint, Teams), SharePoint, social media, and desktop publishing software
- Excellent organizational and project management skills with the ability to respond to, and meet, competing priorities
- Committed to providing exceptional customer service
- Critical thinking and analytical skills

- Strong leadership skills and demonstrated ability to handle project from start to finish
- Shows discretion and appropriately handles confidential information
- Demonstrated ability in designing, implementing and evaluating social marketing campaigns
- Demonstrated ability to create and execute strategic communication plans with measurable outcomes and performance metrics
- Demonstrated ability to conduct situational assessments, analyze and interpret findings for communications planning purposes
- Proven ability to collaborate and manage multiple projects within deadlines
- Ability to recognize emerging issues and opportunities, and advise on the appropriate strategic communications response/action
- Ability to develop relevant communications outcomes and performance metrics and interpret data in support of the evaluation of campaigns
- Ability to work and communicate effectively with internal (e.g. organizational units, disciplines, senior leaders) and external audiences (e.g. community partners)
- Ability to act in a tactful and diplomatic manner
- Ability to work independently, self-motivated and able to complete assigned duties with minimal direction
- Demonstrated commitment to continuous learning and quality improvement
- Ability to work flex hours (i.e. occasional evenings and weekends) when necessary

As a condition of employment, the successful candidate will be required to provide a Criminal Reference Check: recent, within four (4) months at their expense and will be required to comply with the Health Unit's immunization [policies](#). Please refer to the individual [policies](#) for specific requirements and processes. Applicants requiring accessibility accommodation for the interview are asked to make such requests only when contacted for an interview.

**HOURLY RATE:**

Minimum \$43.67 to Maximum \$49.13 (OPSEU Pay Band 13 \*\*\* Market Value Adjustment) plus 4% vacation pay and 4% public holiday pay \*Please note, the maximum level you can start at is at Level 4 (\$47.72)

**CLOSING DATE:**

Monday, May 13, 2024 at 4:00 p.m.

**APPLICATION PROCESS:**

If you wish to be considered for this position, please forward your resume, cover letter and proof of education required for this position to the attention of:

Wendy Moore, Human Resources Coordinator  
 Attention: Job Posting #2024/021  
 North Bay Parry Sound District Health Unit, 345 Oak Street West, North Bay, ON P1B 2T2 or  
 Email: [human.resources@healthunit.ca](mailto:human.resources@healthunit.ca)

We thank all applicants for their interest, however only those applicants selected for an interview will be contacted.

**Please Note:** If you did not receive a confirmation email that your resume/application has been received, please contact Wendy Moore at [wendy.moore@healthunit.ca](mailto:wendy.moore@healthunit.ca) for confirmation.

**Once posting is closed, please refer to website for status of job posting.**

*The Health Unit is an Equal Opportunity Employer*

Your lifetime partner in healthy living.  
 Votre partenaire à vie pour vivre en santé.

[myhealthunit.ca](http://myhealthunit.ca)

📍 345 Oak Street West,  
 North Bay, ON P1B 2T2

☎ 1-800-563-2808  
 705-474-1400

📠 705-474-8252

📍 90 Bowes Street, Suite 201,  
 Parry Sound, ON P2A 2L7

☎ 1-800-563-2808  
 705-746-5801

📠 705-746-2711