**EMPLOYMENT OPPORTUNITY**

**Communications Manager: A role designed for giving voice to our organization and engaging our membership in progressive and meaningful ways.**

**The organization and it’s opportunities**

The WRSS Division is a local innovation in health care and part of a province-wide initiative designed to support family physician leadership, make connections, and inspire health care change in our local community. The Division is a non-profit society led by a local Board of Directors. We are an organization that values diverse perspectives, strives for excellence, and believes in transparency and accountability. We work in partnership with the General Practice Services Committee (GPSC), Doctors of BC, Fraser Health Authority, the BC Ministry of Health, and various community service groups. Our organization operates from a contemporary, progressive standpoint, and we work both in-person and remotely. Some of our work requires us to facilitate early morning and evening meetings.

We have many initiatives at the Division that support our strategic goals and objectives. We seek a seasoned communications manager to co-create strategic communication strategies that help us to facilitate system change in health care.

We are implementing a Primary Care Network (PCN) in our community in partnership with Fraser Health and other community organizations. This program is guided by a Ministry of Health approved Service Plan, which includes expanded team-based care, addition of new health care providers and services to support patients and local physicians.

We support initiatives designed to strengthen the Patients Medical Home (PMH), which is a family practice that operates at an ideal level, providing longitudinal patient care. PMHs are also the foundation of care delivery, within Primary Care Networks (PCNs) and the cornerstone of an integrated system of primary and community care.

Our communications role is designed for professionals who can develop clear, purposeful and engaging content that represents the progressive nature of the Division and our work. They can see the big picture and understand the importance that communication plays in facilitating and managing change. They also have a willingness to share their expertise amongst a talented, highly skilled group of professionals while also being willing to learn and stretch themselves.

Their responsibilities include:

* Develops content strategy and activities aligned with communications plans and key messages
* Creates awareness of the Division with stakeholders and partners
* Develops communications materials, such as website content, handouts, and other resources as needed
* Includes member engagement strategy and activities within Division communications plans
* Provides guidance on communications standards and processes for the Division
* Develops reports on successes and defined metrics

Their qualifications include:

* Post-secondary education in communications, marketing, public relations, or related field, plus a minimum of five (5) years of relevant working experience
* Demonstrated experience developing brand stories, key messaging, and building communications strategies and plans
* Ability to write and edit for web, print, and social media
* Experience engaging with stakeholders and partners
* Ability to set priorities effectively and problem solve, including early identification of risks
* Collaborative team style with strong interpersonal communication, relationship building and problem solving skills
* Excellent organizational skills and ability to prioritize and manage multiple tasks to meet deadlines with quality output
* Knowledge of the BC healthcare system and experience working in a primary healthcare setting or experience working with physicians and/or allied health care providers is an asset
* Cultural awareness and competency
* Proficiency in Microsoft Office (Word, Excel, Outlook, PowerPoint, Teams) and Zoom is required
* Available to attend late morning and evening meetings