



POSITION DESCRIPTION

POSITION TITLE: REGIONAL LEAD, COMMUNICATIONS

DEPARTMENT:

CLASSIFICATION:

UNION: NON UNION

REPORTING RELATIONSHIPS

POSITION REPORTS TO: CHIEF EXECUTIVE OFFICER

POSITIONS SUPERVISED: COMMUNICATION ASSOCIATES

POSITION SUMMARY

Under the direction of the Chief Executive Officer (CEO), and with input from the Senior Leadership Team, the Regional Lead, Communications leads all internal and external corporate communications efforts in order to help the organization strengthen and sustain its identity and supports RHA programs with strategic internal and external communication as required. The Regional Lead, Communications is also the senior communications advisor to the CEO and Board Chair.

The incumbent will exercise a high level of initiative and independent judgment in determining work priorities, work methods to be employed and action to be taken on unusual matters.

The position of Regional Lead, Communications functions in a manner consistent with, the strategic directions and annual operating plans, and supports the Purpose, Vision and Values of the Interlake-Eastern Regional Health Authority.

Interlake-Eastern RHA is committed to responding to the [Truth and Reconciliation Commission of Canada's Calls to Action](#) and to creating working environments free of racism for both clients and employees. All staff members are encouraged to seek and identify patterns of harm toward Indigenous, black, and marginalized clients and employees and to take actions to disrupt any form of racism. Collectively and individually, we are growing cultural competency capacity by implementing the region's anti-racism action plan.

ESSENTIAL FUNCTIONS AND DUTIES

Function and duties include but are not limited to the following:

Strategic Communications

- Oversees and provides leadership related to all regional communications initiatives including the development and implementation of annual and longer term communications and public relations strategies and action plans.
- Recommends communication action to be taken in relation to the organization's strategic priorities and initiatives.
- Under the direction and guidance of the Board Chair and the CEO, develops and implements communication plans and relevant public information tools and communication strategies.
- Liaises/consults with various and appropriate staff when planning, problem-solving and determining communication activities.
- Participates in regional and provincial standing and ad hoc committees as required. ex. CHA, Accreditation, etc.
- Participates in provincial communication network meetings

Corporate Branding

- Supports the organization to ensure all corporate messaging and visual imagery is effectively and consistently conveyed.
- Proposes goals, objectives, standards, guidelines, policies and procedures that promote and sustain a positive corporate identity.

Media Relations

- Fields inquiries from the media and public; redirects and follows up as required and ensures appropriate log is maintained.
- Coordinates media communications (radio, television, digital and online media) including media releases and publicity events.

Communication Production

- Oversees the creation and production of IERHA corporate publications
- Assists in the preparation of appropriate reports, documents and media articles for the CEO and the Senior Leadership Team.
- Assists the CEO and Board Members in drafting speeches, presentations and correspondence.

Management

- Oversees all day to day operations relative to corporate communication and public relations including direct management of the Communication Associate(s).
- Participates in planning, monitoring and controlling expenditures and revenue to ensure budgets conform to funding; reviews and interprets financial reports and budgetary implications relative to Communications.

Professional Development

- Assumes responsibility for their own professional development and identifies learning needs among the communication team and beyond to ensure ongoing effectiveness in communications initiatives.
- Pursuant to the Health System Governance and Accountability Act, Interlake- Eastern RHA is designated bilingual (English/ French). Accordingly, all employees accept the responsibility to support clients in their official language of choice.

OTHER

- Performs other duties as assigned.
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QUALIFICATIONS

EDUCATION/CERTIFICATION:

- Undergraduate university degree/ post-secondary education in communications, public relations management, or a combination of education and experience relevant to the position.

REQUIRED KNOWLEDGE:

- Demonstrated knowledge of best practices in communication and public relations.
- Demonstrated knowledge of the health care system.

EXPERIENCE REQUIRED:

- Three to five years practical experience in communications.
- Supervisory experience an asset.

SKILLS/COMPETENCIES:

- Demonstrated ability to produce creative publications, develop and implement communication and public relations strategies, action plans and initiatives
- Demonstrated ability to exercise initiative and independent judgment.
- Strong organizational and communication skills with the ability to prioritize and meet deadlines.
- Demonstrated ability and competency with graphic design or desktop publishing in a Microsoft-based environment.
- Demonstrated ability to liaise with corporate officials and peers and maintain positive working relationships.
- Strong community relations and/or marketing background.
- Demonstrated ability to respect the confidentiality of information including paper or electronic formats and other mediums.
- Ability to effectively perform the tasks and responsibilities of the position.
- Valid Manitoba drivers license.
- Given the cultural diversity of our region, the ability to communicate in more than one language would be considered an asset.
- Proficiency of both official languages is essential for target and designated bilingual positions.
- Completes and maintains a satisfactory pre-employment security check.
- Satisfactory employment record.

WORK CONDITIONS

- The incumbent functions autonomously on a day-to-day basis and manages assigned duties accordingly.
 - Will be required to travel throughout the region as duties may require.
 - No hazardous or significantly unpleasant conditions.
 - Immunization is recommended.
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WORKPLACE SAFETY AND HEALTH

The incumbent contributes to making the organization safe for clients and staff and recognizes the importance of reporting unsafe situations and participating in follow up reviews as a learning opportunity.

- Provides a safe environment by ensuring adherences to Manitoba Association of Safety in Healthcare (MASH), Workplace Safety and Health Regulations and Policies, Infection Control Guidelines, Workplace Hazardous Materials Information System (WHMIS) and Safe Work Procedures. Immediately investigates and recommends corrective action on any unsafe acts, work conditions, incidents, near misses, injuries or illnesses.
- Demonstrates understanding of role and responsibilities in fire prevention and disaster preparedness and participates in safety and health training programs including the health facility's Fire, Disaster and Evacuation Plan.

PATIENT SAFETY

- Ensures patient safety and patient safety activities are emphasized throughout orientation, training and ongoing performance evaluation and mentoring. Supports an environment which avoids, prevents and corrects all activities or actions which may result in an adverse outcome in the delivery of health care services. Patient safety is a standing item for all individual and departmental meetings.
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Created:

Date

Revised:

April 2025

Date

Approved by:

Regional Director/ Manager/ Supervisor

Date

Approved by:

Executive Lead/ CEO

April 10, 2025

Date

Reviewed by:

Executive Lead, Human Resources

April 10, 2025

Date

Position descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well constructed position descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills and abilities included have been determined to be the minimal standards required to successfully perform the position. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.