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## POSITION DESCRIPTION

**POSITION TITLE:** COMMUNICATIONS ASSOCIATE - II

**DEPARTMENT:** PUBLIC RELATIONS & COMMUNICATIONS

**CLASSIFICATION:**

**UNION:** NON-UNION

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## REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** MANAGER OF PUBLIC RELATIONS & COMMUNICATIONS

**POSITIONS SUPERVISED:** NOT APPLICABLE

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## POSITION SUMMARY

Reporting to the Manager, Public Relations and Communications, the Communications Associate II supports the efforts of the public relations and communications department that is responsible for external communications. The position of Communications Associate functions in a manner consistent with, and supports the Mission, Vision and Values of, the Interlake-Eastern Regional Health Authority.

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## ESSENTIAL FUNCTIONS AND DUTIES

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

- Work with the communications team to support communications and public relations projects, including interviewing/writing/editing/proofreading
- Support media relations efforts/monitors media for news coverage, identifies and categorizes media coverage for tracking
- Writes and distributes editorials to local media
- Advises CEO of changes in regional elected leadership

- Writes and distributes CEO updates for elected leaders and other external target audiences
- Photograph securement and video creation and promotion
- Contributes to social media and electronic signage campaigns
- Updates content online (web and intranet)
- Ad creation and placement
- Speechwriting as required
- Communication support for fundraising strategy
- Provide event/meeting planning support including developing materials and onsite support
- Request and compile external service quotations for communication projects
- Liaise with all program areas to gather accurate and timely information
- Pursuant to the Regional Health Authority 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:**

- Degree/diploma in public relations/communications

**REQUIRED KNOWLEDGE:**

- Proficiency with Microsoft software (Excel, Word, PowerPoint, Publisher), Adobe Acrobat
- Proficiency in using the Internet, familiar with content management systems

**EXPERIENCE REQUIRED:**

- Three to five years of recent related experience

**SKILLS/COMPETENCIES:**

- Excellent writing skills
- Strong organizational skills, detail oriented
- Ability to prioritize tasks, independently and as part of a team, in a busy work environment
- Excellent interpersonal and communication skills and ability to interact with staff at all levels
- Strong attention to detail
- Strong adherence to deadlines
- Collaborates with co-workers and others
- Completes projects to full scope, effectively and efficiently
- Exhibits exemplary customer service
- 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

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**WORK CONDITIONS**

- The incumbent functions autonomously on a day-to-day basis and manages assigned duties accordingly.
- May be required to travel throughout the region as duties may require.
- Require a road worthy vehicle, a valid driver's license and liability insurance of at least \$1,000,000.00.
- No hazardous or significantly unpleasant conditions.
- All health care workers are required to be immunized as a condition of employment in accordance with the Interlake-Eastern RHA Policy GA-13-P-110 Required Immunizations for Health Care Workers.

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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 the adherence to Workplace Safety and Health regulations and Policies and Infection Control Guidelines. Obeys all safety and health rules and follows recommended Safe Work Procedures. Informs supervisor of any unsafe acts, work conditions, incidents, near misses, injuries or illnesses immediately.
- Demonstrates a working knowledge of Workplace Hazardous Materials Information Systems (WHMIS) and adheres to procedures for handling and storing controlled substances as described in the Material Safety Data Sheets (MSDS). Uses personal protective equipment as required.
- 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**

- Participates in and demonstrates an understanding of patient safety principles and practices into all day to day activities. Follows all safe work practices and procedures and immediately communicates any activity or action which may constitute a risk to patient safety.
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Created: October, 2015  
Date

Revised: \_\_\_\_\_  
Date

Approved by: \_\_\_\_\_  
Regional Manager/ Supervisor Date

Approved by: \_\_\_\_\_  
Vice President/ CEO Date

Reviewed by: \_\_\_\_\_  
Vice President, Human Resources 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 job 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.*