Interlake-Eastern
Regional Health Authority

POSITION DESCRIPTION

POSITION TITLE: COMMUNICATIONS ASSOCIATE I

DEPARTMENT: PUBLIC RELATIONS & COMMUNICATIONS

CLASSIFICATION:

UNION: NON-UNION

REPORTING RELATIONSHIPS

POSITION REPORTS TO: REGIONAL LEAD, COMMUNICATIONS

POSITIONS SUPERVISED: NOT APPLICABLE

POSITION SUMMARY

Reporting to the Regional Lead, Communications, the Communications Associate I supports the efforts of the public relations and communications department that is responsible for internal and external communications. The position of Communications Associate I functions in a manner consistent with, and supports the Mission, 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 creating working environments free of racism for both clients and employees. All staff members are encouraged to seek and identify patterns of harm towards 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:

- Support internal and external communications and public relations activities, including researching, interviewing, writing, editing, proofreading, and liaising with staff and subject matter experts from all program areas to inform content creation.

- Update and maintain website and intranet content, ensuring compliance with accessibility requirements, and seeking ways to improve the user experience.
- Produces content and campaigns for social media channels.
- Monitor metrics associated with communications activities and prepare reports to help measure success and refine communication processes.
- Desktop publishing/graphic design to support programs, services and communications activities across the organization.
- Support communications needs for recruitment, retention and staff incentive initiatives.
- Support both internal and external communications needs for capital and other major projects.
- Compile, write and edit print and electronic content for creation and distribution of weekly staff newsletter.
- Capture and edit video and photographs.
- Provide event/meeting planning and support including material development and on-site assistance.
- 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.

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:

- Two to three 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
- Exhibits exemplary customer service
- Valid Manitoba driver's license.
- Mental and physical ability to meet the demands of the position.
- 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.
- May be required to travel throughout the region as duties may require.
- 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.

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 Manitoba Association of Safety in Healthcare (MASH), 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.

Created:	March 2026 Date	
Revised:	 Date	
Approved by:	Jason Permanand Regional Manager/ Supervisor	Mar. 10, 2026 Date
Approved by:	 Vice President/ CEO	March 10, 2026 Date
Reviewed by:	 Vice President, Human Resources	March 10, 2026 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.