

## Communications Associate

The Change Foundation (TCF) is an independent health policy think-tank that works to inform positive change in Ontario's health care system. With a firm commitment to engaging the voices of patients, family caregivers and health and community care providers, TCF explores contemporary health care issues through different projects and partnerships to evolve our health care system in Ontario and beyond.

### Overview

Reporting to the Senior Associate, the Communications Associate is a key member of The Change Foundation's professional team, and provides strategic communications support to all the Foundation's communications activities.

We are looking for a versatile communications professional who is eager to take on a variety of work, including taking charge of the day-to-day management of our social media and website, helping us grow our stakeholder relations, and building our reputation through the development of high quality publications, resources and events.

The Change Foundation is a dynamic organization. We are looking for someone who thrives on a small team, is self-directed and embraces new and changing opportunities when they arise.

### Responsibilities

#### Digital

- Social Media:
  - Works with Senior Associate to revise social media strategy based on results of our recent audience analysis, and implements the strategy.
  - Develops weekly scheduled content for TCF social media channels (twitter and LinkedIn) as the primary contributor of TCF's voice online.
  - Plans and executes social media campaigns based on our editorial calendar.
  - Attends and live-tweets events and tweet chats.
  - Monitors uptake and conversations on social media and engages with our audiences on a daily basis.
  - Identifies new opportunities for TCF on social media platforms.
  - Gathers social media and website metrics on a monthly basis, and uses results to inform strategy and future posts, as well as to keep board and staff abreast of campaign successes.
  - Develops content to maximize stakeholder engagement, including social media graphics.
- Website:
  - Acts as the primary website editor ensuring the updates and edits are done in a timely manner and maintains the site as TCF's primary and comprehensive online product.
  - Identifies need for updated content, and ensures outdated information is removed.

- Ensures high quality content and follows web-writing best practices (SEO, accessibility) and TCF style.
- Does regular reviews to improve the design, layout, IA and usability of the site.

### Events/Webinars

- Coordinates TCF public event logistics, including venue details, registration/invitations, online marketing, refreshments, webcast vendor, and other vendor support.
- Works with event planning vendors as needed to support the implementation of larger scale events.

### Strategic Communications

- Creates and implements product (reports, videos, etc) launch plans and timelines.
- Helps coordinate the TCF blog schedule, and works with primary authors to ensure timely submission, aligned with TCF guidelines. Undertakes quality assurance role in final editing and release of each blog.
- Coordinates quarterly Top of Mind E-newsletter and other targeted stakeholder content:
  - Develops the production schedule, to ensure the e-newsletter is sent out four times per year.
  - Designs, develops, distributes and monitors each edition, as well as any *ad hoc* messages sent to our stakeholders.
  - Manages and creates segmented stakeholder distribution lists (to reflect the recommendations from our Audience Analysis report), ensures accuracy, and makes regular updates.
  - Is familiar with anti-spam legislation to ensure TCF compliance.

### Publications and Corporate Materials

- Creates production timelines, and coordinates the variety of components to ensure timely production of TCF materials, including reports, posters, videos, stationary, etc.
- Liaises with vendors (design, video, photography, printing) to coordinate the production of TCF knowledge products, promotional materials, online graphics and reports.
- Works closely with TCF staff on presentation and webinar materials, or materials for stakeholder meetings.
- Creates and maintains an inventory of products at TCF, and orders new stock as needed.
- Writes content for a variety of formats, working closely with subject-matter experts to ensure accuracy and high quality final products.
- Provides regular basic design support, and is the final copy editor of all TCF public-facing materials.

### Other

- Daily clippings:
  - Reviews the OHA clippings and google alerts each morning, to circulate relevant clippings to the internal distribution list.
  - Ensures distribution lists (CRM) are up to date, including Board Membership, current staff and stakeholder communications lists.

- Triages general incoming calls to TCF.
- Monitors info email.
- Act as the in-house technical expert on social, digital, presentations, webinar platform and videoconferencing system.

### **Qualifications**

- Bachelors or post-graduate degree in communications, journalism, public relations or a similar field, or equivalent experience.
- 4-6 years experience in a communications role.
- Knowledge of contemporary communications principles and practices, including web and social media development.
- Experience providing analysis and advice using various website and social media analytics.
- Ability to create a timeline, independently lead a project, ensure timelines are met, and keep the team (including external vendors) on track.
- Experience drafting, editing, and finalizing various communication materials, from tweets to blogs to long-form articles.
- Ability to work independently, but know when to escalate.
- Ability to manage multiple projects with various timelines and handle competing and changing priorities.
- Organized, detail-oriented, resilient, creative.
- Service oriented with the ability to maintain positive relationships with external vendors and stakeholders.
- An appetite to learn, grow, and take on new opportunities and challenges head-on.
- Graphic design experience is an asset.
- Understanding of the Ontario health care sector and its stakeholders is a serious asset.

**This is a permanent full time position, based in Toronto.**

**To apply, please send a cover letter and resume to Pierre Lachaine, Senior Communications Associate, at [info@change.foundation.com](mailto:info@change.foundation) no later than 4 p.m. on October 10, 2018.**