



### OUR VISION, MISSION & VALUES:

Women's Health Clinic (WHC) provides accessible, woman-centred services, creates strategic partnerships and advocates for system change. We work toward the vision of having equitable health and wellness services within and beyond WHC, delivered through a feminist lens. All our work is guided by our values – choice, inclusion, social justice, innovation and integrity.

### WHC EXPECTATIONS:

Every employee is expected to contribute to the mission, vision and values of WHC, and the achievement of its strategic plan through collaboration and teamwork. Employees are expected to consistently attend work, function within WHC's principles of services, contribute to the quality of our services for clients and look for ways to improve our overall effectiveness and enhance client experience. Employees will respect each other, clients and members of the public and create an environment where clients have the information, knowledge and support they need to achieve their individual health and wellness goals.

### WHC PROMISE:

WHC will provide employees with a respectful, healthy and safe work environment and compensate and recognize employees in a fair and meaningful way. We will provide employees with opportunities to participate in planning and decision-making and to communicate your concerns, ideas and suggestions. We will listen and be responsive. We will support employee growth and development through a culture of coaching, learning and encouragement.

#### **Job Stream:** C

**Union Classification:** Communications Specialist

**Position:** Communications Specialist

**Position Reports to:** Executive Director

### POSITION SUMMARY:

The Communications Specialist is responsible for developing and implementing a communications strategy and supporting materials that supports the strategic plan. The Communications Specialist is responsible for developing an organizational media strategy and providing strategic input into media relations (responsive and proactive).

#### ***Job Specific Day To Day Activities***

1. Development and implementation of WHC Communication Strategy
2. Development of external partnerships
3. Development of internal and external communications (G&F, brochures, marketing, and media releases)
4. Strategic thinking for marketing and fundraising
5. Establishing brand standards
6. Coordination of the creation of website content and design in collaboration with teams
7. Responding to needs of teams to coordinate and develop resources
8. Oversight of WHC inquiries via email and social media
9. Development and implementation of WHC media strategy

10. Coordinating media responses and requests
11. Development of marketing materials
12. Lead development of annual report

### ***Position Specific / Initiatives***

- NA

### ***Competencies***

#### **Client Service** (delivers client-centered service)

- Identifies and understands diverse client needs
- Provides attentive and supportive service to address client needs
- Understands and facilitates access to the appropriate resources to better serve client needs
- Follows-up to evaluate client service, needs and requirements and makes adjustments as required

#### **Teamwork** (works effectively with diverse individuals, groups and communities, and builds collaborative partnerships and relationships)

- Provides expertise, information, or other support to others
- Understands diverse and cultural needs of others and adapts own behavior to meet those needs
- Identifies beneficial partnerships and builds new relationships effectively
- Builds and maintains collaborative and respectful working relationships with others
- Works effectively in conflict situations to achieve a mutually beneficial result
- Builds opportunities for a positive work environment

#### **Communication** (the effective exchange of information and ideas to inform, educate, influence or advocate)

- Demonstrates active listening to others to ensure understanding
- Articulates complex information clearly and concisely in spoken and written formats to inform or educate others
- Adjusts tone and messages depending on audience needs
- Influences and/or advocates for a person or cause in an effective manner
- Communicates honestly, respectfully and constructively in situations that may be tense
- Follows up to ensure others understand information
- Ensures confidential information is maintained; identifies risks to management

#### **Planning and Organizing** (effectively plans, prioritizes, coordinates and implements required actions and resources to maximize outcomes)

- Organizes, prioritizes, plans and coordinates own tasks to complete work efficiently
- Coordinates information/work from others
- Maintains organized records and documentation
- Proactively monitors progress on work requirements and deadlines and identifies and notifies impacted parties

#### **Analysis, Problem Solving and Evaluation** (effective analysis and assessment and application of information to facilitate appropriate solutions and effective decisions)

- Identifies and critically analyses options to address needs and determine appropriate actions
- Anticipates potential issues or problems and identifies preventative or corrective actions
- Identifies and raises concerns and issues in a timely manner

- Makes effective decisions based on assessment and evaluation
- Effectively assesses short term and long-term impacts of decisions
- Evaluates actions, solutions and decisions once implemented

**Leadership** (Demonstrates skills and expertise to perform effectively and with integrity contribute to business results)

- Utilizes professional expertise to complete work and assists team as needed
- Ensures accuracy and high standards for work results
- Shows accountability in work and follows through on all commitments and goals
- Demonstrates and shares their expertise with others
- Identifies opportunities to continuously improve client service, care and results
- Adapts well to change and encourages others to embrace new ideas
- Is open to feedback and takes initiative to improve skills
- Identifies emerging needs, trends, and practices in areas of expertise and adjusts practice or brings forward to their team as required

**Technical/Position Specific Competencies**

(the application of competencies specific to professional certification/association standards and guidelines)

N/A

Risk Management:

- Adheres to WHC Occurrence Reporting Policy and Procedures.

Education/Experience:

- Post-secondary education in communications and public relations with a minimum of 2 years' experience; or a combination of equivalent education/experience.
- Experience in website development and multiple social media formats and the ability to use a wide variety of computer software, including graphic and web-based applications.