



Located in Simcoe, Ontario, **Norfolk General Hospital** provides exceptional healthcare to a municipality of approximately 64,000 people. Our area of focus provides a continuum of service throughout the life span of the people we serve including Emergency, Critical Care, Obstetrics, Medicine, Surgery, and Complex Continuing Care. Employing approximately 550 highly skilled and dedicated employees, Norfolk General Hospital is a full service, 106-bed hospital with 24/7 on-call coverage of Specialists in Surgery, Anesthesia, Internal Medicine, and Obstetrics as well as on-site 24-hour per day medical coverage.

The **Norfolk Hospital Nursing Home** is an 80 bed, publicly owned, non-profit facility opened in 1975. A member of the OANHSS, NHHN is fully accredited by Accreditation Canada and operated under the direction of a 10 member community Board of Trustees.

Simcoe is less than one hour away from most major centres, including Hamilton and London, and only 90 minutes from the Greater Toronto Area. Situated in Norfolk County (Ontario's South Coast), Simcoe is not far from Lake Erie and the 88 miles of shoreline that includes long stretches of sandy beach.

The **West Haldimand General Hospital** is a rural community hospital in the town of Hagersville, southwestern Ontario, which provides basic hospital and health care services to the people of Hagersville, Caledonia, Jarvis, Townsend, Cayuga, Fisherville, Selkirk, Nanticoke, the Six Nations of the Grand River Reserve and the Mississaugas the New Credit First Nation Reserve. West Haldimand has a 23 bed acute care Inpatient Unit, 24/7 Emergency Department, Ambulatory clinics and provides perioperative services for same-day surgical patients.

Hagersville is less than one hour away from most major centres, including Hamilton and Brantford, and only 90 minutes from the Greater Toronto Area.

Director of Communications and Public Relations (Full Time) Posting Number 20-153

The Director of Communications and Public Relations is responsible for reputation management of internal and external communications, branding and marketing, media relations, digital media, government and stakeholder relations and community engagement for Norfolk General Hospital and West Haldimand General Hospital. This position also provides support to Norfolk Hospital Nursing Home.

We are seeking an experienced, creative and highly motivated individual to join our team. Reporting to the CEO, you will be responsible for planning, developing and implementing high quality, strategic communications to support our strategic goals and priorities. As an integral part of the leadership team, the Director of Communications and Public Relations will lead communication activities for strategic projects and clinical initiatives within the organization.

In this role, you will be responsible for developing, coordinating and implementing communication plans and products that advance and support the Hospitals' internal and external strategic and corporate objectives. This will include developing and executing communication plans and campaigns and writing content for our newsletters, external publications and social media to help raise the profile of our Hospitals, our people and the services we provide.

Responsibilities:

- Act as the Communications & Public Affairs representative, in conjunction with the CEO.
- Plan, coordinate, develop and implement communication plans and products that advance and support the Hospitals' strategic and corporate objectives.
- Assist in establishing an annual communications strategy.
- Lead the planning, writing and development of corporate communication strategies and campaigns that demonstrates our commitments in our Strategic Plan and promotes our brand.
- Ensure internal messages are communicated across the organization in a clear, timely and effective manner, using an engaging writing style and format.
- Write, edit and produce leadership communications for internal audiences including presentations, scripts, briefing documents, articles, and employee communications, messages and emails.
- Advise committee, leadership, and project managers on departmental internal and external communications and make recommendations to ensure messaging is consistent with corporate strategy and tone.
- Writing and editing for publications, flyers, posters and other marketing and advertising materials.
- Identifying media opportunities, preparing news releases and liaising with members of the media.
- Updating and posting web content; posting to social media; photography; desktop publishing and design.
- Respond in a professional and timely manner to client requests and incoming questions from the public.
- Work collaboratively within the leadership team, the Foundations and with other departments.
- Providing emergency management communications leadership and support.
- Other strategic communication duties as assigned: event support, photo support, social media and media relations support, updating hospital-wide communication assets, etc.

Position Qualifications:

- Post-secondary education in Communications, Public Relations or Journalism.
- Minimum 3 to 5 years' experience required.
- Exceptional writer and editor; must have ability to ensure error free materials.
- Extensive knowledge of communications trends and ability to foresee newsworthy stories.
- Demonstrated experience in successfully developing and implementing communication strategies, public awareness campaigns, corporate communications, media relations and issues management support.
- Excellent verbal communication skills.
- Strong interpersonal skills and ability to build and sustain effective working relationships with multiple internal and external stakeholders, including Board members, senior leaders, clinical and operational program leaders and staff, members of the media, government officials and community partners.
- Results oriented, self-directed, and independent, with the ability to balance multifaceted projects and competing priorities.
- Ability to work effectively under pressure; mature judgment for assessing difficult situations.
- Results oriented, self-directed, outstanding organization and time management skills.
- High energy, flexibility and the ability to work effectively in a fast paced environment.
- Knowledge of the healthcare system is an asset.

A great team, an exceptional environment, professional growth...these qualities make our hospitals/nursing home great places!

Please forward your application, referring to posting number 20-153, by October 16, 2020 to: Human Resources Department,
Norfolk General Hospital, 365 West Street, Simcoe, ON N3Y 1T7 Fax: (519) 429-6991 or e-mail: nghr@ngh.on.ca

For more information about NGH and WHGH the communities we serve, please visit www.ngh.on.ca or www.whgh.ca

In order to ensure equal opportunities during the recruitment and selection process, Norfolk General Hospital and Norfolk Hospital Nursing Home and West Haldimand General Hospital provide accommodations for applicants with disabilities, upon request.

Norfolk General Hospital, Norfolk Hospital Nursing Home and West Haldimand General Hospital thank all applicants for their interest. Please note that only those applicants selected for an interview will be contacted.