

## Schedule A: Job Description

<b>JOB TITLE:</b>	Communications Lead, LHIN Collaborative
<b>DATE:</b>	January 2012
<b>REPORTS TO</b> ( <i>job title</i> ):	Senior Director, LHINC
<b>LOCATION:</b>	Toronto

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### **BACKGROUND:**

The Local Health Integration Networks (LHINs) were established by the Government of Ontario as community-based organizations to plan, co-ordinate, integrate and fund health care services at the local level. The LHINs work with the Ontario government, local health service providers, community agencies, residents and others to ensure a well coordinated system of health services.

The Local Health Integration Network Collaborative (LHINC) was established in 2009 to strengthen relationships among health service providers, associations and the LHINs, and to support system alignment. In 2012 LHINC is taking on an expanded mandate to provide greater operational and strategic support for pan-LHIN activities.

### **PRIMARY PURPOSE:**

LHINC is seeking an experienced, highly skilled senior communications professional to play a leadership role in all aspects of communications strategy, planning and execution on behalf of LHINC. This position reports directly to the Senior Director, LHINC and is accountable for providing both strategic and tactical support for internal and external communications.

### **KEY ACCOUNTABILITIES:**

- Provide strategic communications and stakeholder relations advice to LHINC (and through LHINC to the LHINs) on issues management, stakeholder relations and public relations
- Support development and implementation of an issues management strategy across multiple organizations
- Work with senior level Board Members and executives to develop key messages, presentations and internal updates
- Write and coordinates briefing notes, and other corporate communications material on behalf of the board and executive
- Lead the development and implementation of internal and external communications plans and tactics for sharing information across the 14 LHINs and with the broader health sector
- Plan and develop LHINC's internal communications capacity, including processes, tools and best practices
- Manage the creation of a broad variety of communications material in support of collaboration across organizations

## **POSITION REQUIREMENTS**

- At least 7 years of experience in communications or public affairs in the public policy/health policy arena, including 3 years in senior advisory position.
- Post-secondary education in communications/ public relations, journalism, marketing or a related discipline.

## **Key Competencies**

- Superior and versatile writing skills. Experience writing for a variety of audiences including consumers, media, government – minister's staff and public servants – health care administrators and professionals.
- Sophisticated and current knowledge of health care issues and stakeholders.
- Positive relationship with a broad group of relevant health care, government and public sector stakeholders.
- Solid experience in strategic communications planning, implementation and project management.
- Comfortable, confident and effective at providing advice, coaching and supporting a variety of senior decision makers, experts and specialists.
- Ability to maintain confidentiality and deal with highly sensitive issues with tact and discretion.
- Experience in disciplines including media relations, public relations, issues management, stakeholder relations, communications planning, internal communications, and event planning and management. Experience with branding, social marketing and web-communications planning and execution a plus. French also an asset.

**Send resume to [TCLHIN.Jobs@lhins.on.ca](mailto:TCLHIN.Jobs@lhins.on.ca)**

