



# Communications Officer

College of Physicians and Surgeons of Newfoundland and Labrador

## About Us

The College of Physicians and Surgeons of Newfoundland and Labrador is a Medical Regulatory Authority that serves and protects the public by regulating the practice of medicine in the province. Our vision is to ensure quality healthcare in Newfoundland and Labrador through the regulation of the medical profession in the public interest.

## Overview of the Role

Reporting to the CEO and Registrar, the Communications Officer is responsible for strengthening the College's overall brand presence and managing the day-to-day functions of communications. You will be responsible for advising and supporting senior leadership in key areas where strategic communication is vital to our success and reputation.

Working closely with all team members, you will lead the development and implementation of effective communication processes that align with organizational values and mandates and supports the strategic plan. As the sole individual on the Communications team, you will also develop and manage the design and content of materials to engage stakeholders, including registrants and the public, to build awareness of College initiatives and positions provincially and nationally.

You are a team player who effectively, and proactively, collaborates across the organization to ensure all communications initiatives are in alignment with the organization's strategic goals and objectives. As a reliable individual with a strong work ethic, you take the initiative to see areas of opportunity and implement effective processes. You are an innovative problem solver who not only comes to the table with solutions but goes above and beyond to implement and deliver on the organization's mission and vision.

## Responsibilities

- Develop, implement, and manage a consistent College brand strategy that engages all relevant stakeholders.
- Develop and manage all internal and external communications which includes, but is not limited to, annual reports, newsletters, presentations, brochures, press releases, speaking points, key messages, and other informational materials.
- Oversee and manage web presence and media channels including content development, deployment, and analytics.

- Regularly conduct environmental scans, and issues monitoring; actively track current relevant activities and trends.
- Provide regular reports and updates to the CEO and Registrar, and Council as required.
- Act as the College's lead for all media relations activities to effectively promote the organization's initiatives while mitigating potential reputational risks by drafting communications and press releases, managing media inquiries, coordinating interviews, and other relevant tasks.
- Develop and implement a communications plan that supports the College's strategic plan.
- Lead the development and implementation of the College's public engagement strategy by collaborating with key stakeholders, leveraging communication platforms, conducting outreach campaigns, and utilizing data analytics to measure and optimize engagement efforts.
- Collaborate with other health regulators as necessary.
- Support preparation of material for Council and Committees.
- Provide leadership and support to the Public Engagement Committee.
- Lead projects as assigned, such as special events, etc.
- Other duties as required by the College leadership.

#### Ideal Candidate

- Bachelor's degree, diploma, or certification in marketing, communications, public relations, or a combination of education and relevant experience.
- 3+ years' experience in marketing, communications, or public relations.
- Proven track record of creating and delivering successful marketing and communication strategies.
- Demonstrated experience in web content management and media content creation.
- Excellent communications and creative writing skills.
- Skilled in editing, and proof-reading communications documents, with a keen sense of attention to detail.
- Strong critical and strategic thinking skills, including decision-making and analytical thinking.
- Exceptional organizational and prioritization skills, with the ability to multitask.
- Experience working in a regulatory environment is considered an asset.

#### Requirements

- Must be legally entitled to work in Canada.
- A satisfactory criminal record check.

### What We Offer

- Challenging and rewarding work.
- Competitive compensation.
- Vacation and leave entitlement.
- Health, Dental and Wellness benefits.
- Defined contribution pension plan.

The College of Physicians and Surgeons of Newfoundland and Labrador is committed to building and maintaining a diverse workforce and an inclusive work environment. We are a proud equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, disability, genetic information, or any other protected characteristic that makes us unique.

If you require reasonable accommodation to take part in the employment process, please call 709-437-4300 or send an email to [maddie@ethree.ca](mailto:maddie@ethree.ca) and let us know the nature of your request.

We thank all applicants for their interest. However, only those selected for an interview will be contacted.

**To Apply:** Please submit your CV and an expression letter of interest [here](#).

**Position:** Full-Time Permanent

**Location:** St. John's, NL

**Application Close Date:** April 21<sup>st</sup>, 2024