

Title
Name: Senior Advisor, Strategic Communications
Vacant

In Role Since

New Position

Overall job purpose

The Senior Advisor, Strategic Communications is responsible for the development, execution and evaluation of communications strategies and initiatives that advance the mandate of Children's Healthcare Canada (CHC).

The Senior Advisor, Strategic Communications will be responsible for both internally (membership and family partner focused) and externally (child health partner organizations, decision-makers, and others) focused communications campaigns. You will take the lead, telling our story, communicating with purpose and delivering impact for our audiences. We value stories as a way to bring data and evidence to life. This means that we value your ability to create a narrative and tactically lay out the details, mindful of each audience for whom you're creating an experience.

A passion for, and advanced writing skills are a must for this role. Strong strategic communications and planning skills, a consultative approach, and impeccable attention to detail are also essential. You are social media savvy, with strong working knowledge and experience leveraging a variety of platforms to communicate with target audiences. As a content creator, you'll develop written, video and audio content for use across multiple channels and tailored for different audiences (external, internal, social). Along with excellent writing and project management skills, you'll bring an ability to build strong relationships, creative and strategic thinking, a sense of curiosity and a solutions-oriented mindset.

Key responsibilities

- Overall writing and storytelling within the organization, including development of organizational key messages and content that reinforces Children's Healthcare Canada value propositions across all touchpoints, including social, web, email and collateral;
- Manage capacity and deliverables of a high-performing (though small) team, ensuring quality work and accountability to meet timelines;
- Motivate, engage, coach and manage the performance of the communications team;
- Monitor and incorporate best practices and trends in communications planning, strategy and measurement to improve processes and procedures;
- Developing external messages, content and presentation materials to support CEO communications;
- Collaborate with the Senior Advisor, Policy & Research to support social and content strategies to advance policy and advocacy priorities;
- Collaborate with the Senior Advisor, Knowledge Mobilization to create a comprehensive digital strategy to promote SPARK products and services to members and stakeholders;
- Collaborate with the Associate Director to develop and implement membership campaigns;
- Develop and lead a media engagement strategy;
- Develop written, graphic, video and audio content for use across multiple channels and tailored for different audiences (external, internal, social);
- Oversee the development of key organizational assets including annual impact report, bilingual website, and sponsorship prospectus.

Key skills and competencies

- Skillful, clear and compelling writer.
- Excellent communications skills in person and remote.
- Ability to translate strategy into meaningful and engaging marketing and communications plans and content opportunities.
- Experience in creating strategic communications plans (from research through to measurement and evaluation) and in designing specific content strategies to meet organizational objectives.
- Experience crafting editorial calendars and in re-purposing stories across platforms and for different audiences.
- Ability to develop audience-targeted messaging and stories.
- Proven ability to deliver creative or strategic work on time and to manage multiple projects and expectations simultaneously.
- Proven ability to create alignment among multiple stakeholders.
- Creativity, a can-do attitude and solutions-oriented approach to everything you do.
- Being bilingual is strongly preferred.

We'd love to see your work! Please include two writing samples or a link to a writing portfolio.

In addition to the competencies listed above, **other skills, behaviours & competencies** required for this position include:

- Live CHC values and be a role model for others
- Excellent organizational skills, the ability to set priorities and to work both independently and collaboratively
- Ability to collect, analyze and synthesize complex information quickly
- Ability to stay abreast of emerging trends/priorities impacting children's health/healthcare and position Children's Healthcare Canada accordingly.
- Flexible, agile, open to change
- Ability to prioritize tasks and work within deadlines
- Strong interpersonal skills
- Strong organizational skills and time management – excellent at multi-tasking, coordinating and prioritizing
- Demonstrates attention to detail
- Demonstrates good judgement
- Ability to leverage technology to engage with a national community
- Technically proficient (Google suite of tools, MS tools, MailChimp, SurveyMonkey etc.)

Education

Minimum education required: University Bachelor's Degree in Communications, Journalism, Writing, English, Marketing, Public Relations or a related area.

Experience

Minimum experience required: 7 years of progressive communications experience

Additional Comments:

- While this role reports directly to the CEO, many tasks or assignments will include direct collaboration with other members of the Children's Healthcare Canada team.

What else is in it for you?

- Full health and pension benefits packages
- Meaningful and rewarding work focused on improving health and healthcare for Canada's children
- A passionate, smart, fun, and creative office culture
- Hybrid work – a balance of in-office and at-home work
- Strong leadership with a focus on training and mentoring to help you grow, expand your skills and become your professional best.

At Children's Healthcare Canada, we value diversity and strive to create an inclusive, accessible workplace where all individuals feel valued, respected, and heard. If we can provide a specific adjustment to make the recruitment process more accessible for you, please let us know when we reach out about a job opportunity. We'll work with you to meet your needs.

Interested applicants are invited to send a curriculum vitae and an accompanying cover letter electronically to: egruewoldt@childrenshealthcarecanada.ca

Deadline to apply: Wednesday, August 23, 2023