

JOB DESCRIPTION

<u>TITLE OF POSITION:</u>	Communications Specialist
<u>POSITION #:</u>	CO-106
<u>DEPARTMENT:</u>	Communications
<u>REPORTS TO:</u>	Communications Program Manager

PRIMARY PURPOSE

Through its services and products, CCOHS advances health and safety in Canadian workplaces, and the physical and mental well-being of workers in Canada.

The Communications Department provides a comprehensive communications service for CCOHS that includes promoting workplace health and safety in Canada; CCOHS and its profile in Canadian workplace health and safety; stakeholder relations and CCOHS products and services.

The Communications Specialist is responsible for, and supports these efforts by:

- writing website content, scripts, newsletters and other informational and promotional copy as required;
- producing various multi-media informational assets such as podcasts, videos and newsletters to disseminate health and safety information and engage users;
- building community and fostering engagement with stakeholders via communications channels (social media, newsletters);
- ensuring quality, accessibility and usability of the communication assets that they produce (such as newsletters, infographics and podcasts);
- researching strategies used by other organizations, staying on top of trends and strategies to keep their content relevant and current; and
- participating in the establishment of metrics and targets for engagement and quality, and delivering, measuring, and reporting said results.

	DUTIES	% of Time
1.	<p>Communications – Content Creation</p> <p>Writes, edits, and proofreads engaging content to support products and services goals and public service initiatives (podcast scripts, copy for posters and infographics), following plain language principles.</p> <p>Updates websites to ensure accuracy and currency; writes content and follows processes to upload changes to the website, including testing.</p> <p>Contributes to the newsletter and to promote health and safety, and other communications to promote the programs and services of the Centre: editorial planning; writing and editing content; managing subscriber lists and growth; setting up and coding the newsletters; working with a cross functional team to ensure timely production; collecting qualitative feedback and reporting survey results.</p> <p>Serves as back up for media and translation duties.</p>	60%
2.	<p>Community Engagement</p> <p>Contributes to the social media program to help build community and foster engagement with users, including creating campaign planners, writing content and posting on social media channels; following social media policy, procedures and meeting objectives; and measuring and reporting results.</p> <p>Participates in the planning, execution, production, and measurement of online events including podcasts, webinars, and live streams and events.</p>	15%
3.	<p>Marketing Communications</p> <p>Contributes to marketing campaigns for products, or cooperative campaigns, writing promotional copy. Develops and writes communications and marketing promotional materials (as required).</p> <p>Researches and writes articles for internal and external publications promoting CCOHS products, services, and expertise.</p>	10%
4.	<p>Events</p> <p>Exhibits at conferences and trade shows to promote the organization and CCOHS products and services as required.</p> <p>Assists with implementing special events hosted by CCOHS, such as the CCOHS Forum, workshops etc.</p>	5%
5.	The incumbent participates in Service Unit activities to meet targets and deliverables assigned.	5%
6.	Other duties as assigned	5%

NATURE AND SCOPE OF POSITION

The position reports to the Communications Program Manager, and is one of several positions in the multi-disciplinary team. The incumbent is part of a content writing team to help create clear language content for websites, newsletters, podcasts and campaigns and is responsible for the successful performance and continuous improvement of the podcast program and the newsletters.

The incumbent works with staff across other Service Units within CCOHS to discuss peer reviews, technical problems, arrange participation in podcasts and videos, and exchange information. The incumbent also works with individuals from external organizations to arrange participation in CCOHS events, and to interview experts for digital products such as podcasts and videos.

KNOW-HOW

The incumbent has:

- Deep knowledge and understanding of digital communications (social media platforms) and communications strategies, principles and practices;
- Superior writing skills and ability to write compelling content for web with specialized knowledge of plain language principles;
- Proficiency with audio recording and editing software, online marketing and deliverability tools (eg Envoke), web analytics software;
- Audio editing skills and knowledge about podcast production and new media required to produce podcasts and other live stream or video assets;
- Thorough understanding of CCOHS, its products and services, as well as marketing tactics, strategies and practices;
- Strong organizational and coordination skills to manage concurrent initiatives; and
- Advanced proficiency with the suite of MS-Office software.

The incumbent works closely with members of the Communications Department teams, as well as the technical specialists and the IT DevOps service unit; also has occasional contact with other service units.

The incumbent has contact with external clients and organizations for the purpose of arranging and conducting interviews as well as writing and communications initiatives.

PROBLEM-SOLVING

The incumbent:

- works with IT to resolve client and web issues related to web pages, newsletter production and posting on website and subscription issues, and digital media;
- interprets results of survey and performance results (podcast listens) and makes recommendations for improvements and/or to address shortfalls;
- monitors trends and developments in workplace health and safety to ensure they are reflected in communications to keep content relevant;
- creates editorial calendars and production plans for various deadline driven communications initiatives (monthly and regular releases of podcasts and newsletters) and makes necessary adjustments to accommodate shifting priorities and demands; and

- troubleshoots technical problems that arise with the sound and video recording/editing equipment that is used.

ACCOUNTABILITY

The incumbent is accountable for meeting agreed upon objectives and the performance and continuous improvement of programs, services and outputs within their area of responsibility including:

- writing compelling content as needed, adapting tone for various audiences adhering to Canadian Style and plain language principles;
- preparing and executing editorial / content plans that support Communications strategy;
- producing newsletters (and other informational materials) to promote CCOHS programs and services; and provide helpful, relevant health and safety information;
- producing podcasts and other new media (video) to disseminate health and safety content;
- posting to social media channel as prescribed to grow engagement;
- researching health and safety topics to maintain relevancy in CCOHS outputs;
- ensuring quality, accessibility and usability of the communication assets that they produce (such as newsletters, infographics and podcasts);
- participating in the establishment of metrics and targets for engagement and quality, and delivering, measuring, and reporting said results.

The incumbent is expected to participate in the planning of the Department activities, to ensure that they play an active part in achieving the goals. They must adjust to frequently changing priorities and deadlines and notify the Program Manager should time constraints or other challenges arise that require resolution.

WORKING CONDITIONS

Physical Effort

The incumbent works at a computer for most of each day. The work is interspersed with non-computer work such as reading, reviewing information, speaking on the telephone or in person. There is a risk of injury when carrying audio recording equipment for set up of podcasts and other media projects.

Physical Environment

The employee works at a desk and/or a computer workstation with a keyboard and a mouse for most of the workday. The workstation and desk are ergonomically set up, with a wrist rest, mouse rest, document holder, task lamp, as required. The lighting meets standards and there are adjustable blinds on the windows as required. The building environmental controls meet general office requirements. There is some risk of musculoskeletal disorders due to intensity of keyboarding and mousing and duration of work (recognizing that there are 'peak' periods where deadlines and competing priorities are being juggled). There is a risk of injury and discomfort when travelling.

Sensory Attention

There is a need for concentration when researching and writing articles and scripts, video/audio editing and proofreading/ comparing English and French language versions.

Mental Stress

There are many competing priorities and pressure to meet strict and competing deadlines can be very stressful. Often little control over the pace of work. When writing as an external voice of CCOHS there is the risk of public or internal criticism of written work. Travel for work can be disruptive.

SPECIFICATIONS

- A university degree and/or post-secondary education with a specialization in communications, journalism and/or new media.
- Three years' experience working in the communications or media field. Experience working within a health and safety organization is an asset.
- Highly skilled writer with varied experience in writing promotional and informational content for both print and the web.
- Sound research and interviewing skills and advanced proficiency in the suite of MS-Office products and CRM software. The position requires proficiency with social media platforms, online marketing and deliverability tools (eg Envoke), and web analytics software (eg Google Analytics).
- Proven ability to communicate effectively, both in oral and written form, with personnel at all levels.
- Strong organizational and coordination skills to manage concurrent initiatives.
- Excellent interpersonal skills and experience in working in a public sector environment.
- Ability to communicate in both official languages is desirable.