



Communications Lead

Edmonton Zone Primary Care Network Committee

The Opportunity:

The Edmonton Zone Primary Care Committee (EZPCNC) is seeking its first Communications Lead to help with our strategic engagement and communications. We are looking for an experienced, dynamic, and talented storyteller who can help us better engage with our stakeholders and advocate strongly for primary care in the Edmonton Zone area.

The EZPCNC is a collaborative made up of voting members from each of the eight area Primary Care Networks (PCNs) and eight senior Alberta Health Services – Edmonton Zone (AHS-EZ) leaders. It is supported by the eight Executive Directors of each PCN and representatives from key advisory groups. At the present time, one of the PCNs functions as our banker and technically hires zone staff and contractors.

Although the EZPCNC has been in existence for a number of years most of the work to date has been done by individuals working 'off the sides of their desks'. The EZPCNC is shifting its governance model to include dedicated staff working at this collaborative zone level move the work forward at a quicker pace with improved communications and accountabilities. We are building a team of five to seven people that will work closely and support each other to make change happen. We are looking to move the needle in primary care in the Edmonton Zone; it is an exciting time to join the organization and help define what the future looks like.

Reporting to the Zone Executive Director, the Communications Lead must be a skilled and talented communicator who knows how to connect with diverse groups with distinct needs. The right person in this role will be a strategic visionary in the communication realm with the gumption to pitch in, roll up sleeves, and do what needs to be done to get the (clear, concise, and effective) message out. Independent, outcome-focussed, and great at relationship building, the Communications Lead will be a valued and contributing member of the team, build community, and manage all of our communication operations helping to ensure the EZPCNC messaging is received as intended.

This is a home office-based role, although as numerous meetings occur in person, the successful individual needs to be based in Edmonton or the surrounding area. For the first year, this role will be a contract position while we assess if the FTE is the right amount or not. Subsequent years may stay as a contract or may be available as an employed role; this will be determined near the end of the first year with the successful candidate's input.

This position is to be hired as a 0.6 FTE, with flexibility as to days and hours worked (Monday to Friday). The anticipated compensation for this contracted role is \$55 – \$70 per hour, to a

maximum of \$82,000 per annum dependant on the skills and experience of the successful candidate.

We are seeking highly skilled candidates who reflect the diversity of Canadian society. We encourage applicants from underrepresented groups including but not limited to those represented by race, sex, Indigeneity, disability, gender identity, gender expression, and sexual orientation to apply.

Summary of Position

The Communications Lead is a part time role. This position reports to the Executive Director of the EZ PCN Committee and is a key member of a small but mighty team. This role supports the development, coordination, and implementation of the communication strategy and strategic engagement for the EZ PCN Committee.

This role is a 0.6 FTE. Meetings are a mix of both in person and virtual; the position is home-office based.

Given this role is part of the primary healthcare system, it may be called upon to respond to a public health emergency (as identified by the Medical Officer of Health). Otherwise, the key aspects of this role may include, but are not limited to:

Key Duties & Responsibilities

1. Stakeholder Engagement, Strategic Communication and Public Relations (40%)

- Lead the development of a strategic communication plan that includes a gap analysis of key stakeholders and oversee its implementation to engage all key (and diverse) groups.
- Work closely with key stakeholders (AHS and PCNs) to collaborate on not only messaging on behalf of the zone as well as between and within for consistency and alignment.
- Develop and managed the organization's brand, including creation of guidelines on its use by other members of the team.
- Work closely with the Strategic Engagement & Communications Committee.
- Support the needs of the EZ PCN Committee Co-Chairs to develop effective and compelling messages and visuals to help inform and influence provincial decision makers.
- Provide (or organize) media training to designated spokespersons and any support required to address media queries in a positive and timely manner.

2. Portfolio and Brand Management (50%)

- Develop and coordinate all communication needs from the communications strategic plan as well as all any other requirements identified by the various committees of the organization.
- Manage all of the communications-related work encompassing a wide range of activities and multiple portfolios, doing so within the budget set to get the maximum possible benefit.

- Research, write and produce content and marketing materials for newsletters, websites, social media accounts, posters, reports, educational tools, and public relations, ensuring consistency with organization tone and language.
- Identify and compile a list of trusted vendors, evaluating their quality and service on a regular basis
- Work collaboratively with the Zone Executive Director and the Strategic Engagement & Communication committee to identify any barriers and find sensible solutions in meeting the anticipated deliverables.
- Work closely and collaborate with PCN and AHS communications staff to build relationships, ensure alignment of goals, and enhance a Community of Practice.
- Help identify and monitor the collection of evaluation data to assess communication deliverables.

3. Other project work (10%)

The work is varied and diverse and as this role is new, we anticipate there will be other projects within communications required, including attending other meetings to represent the organization, interacting with and supporting other members of the team, and collaborating with others across Alberta to seek alignment with other provincial or zone communication initiatives.

Qualifications & Requirements

- A minimum of five years as a senior communications experience is a must; in a small to mid-size non-profit and/or healthcare organization is an asset
- Related degree in Communications, Journalism or a relevant combination of education and experience; strategic communication accreditation with IABC, CPRS or equivalents are assets
- Ability to influence, motivate, and rally multiple stakeholder groups around a common cause
- Exceptional verbal, written, interpersonal, and presentation skills in various mediums
- Demonstrated ability to develop and implement strategic communication plans
- Expertise in understanding communication planning principles and brand management
- Demonstrated success in building strong stakeholder relationships and an outstanding ability to advocate and tell an organization's story
- Excellent skills in project management, negotiation, strategic decision-making, change management, and problem solving
- Great eye for visuals and knowing what works best in various marketing materials
- Skilled with various tech systems and comfortable adapting to new digital tools; experience with Microsoft tools and Zoom, HTML, and social media expertise graphic and design experience are all assets
- Demonstrated ability to work independently and successfully manage multiple priorities
- Demonstrated commitment to equity, diversity, and inclusion
- Due to a handful of meetings occurring outside of normal office hours, flexible availability is required

How to Apply

Interested candidates are invited to send a resume and letter of interest to ezrecruitment@sherwoodparkpcn.com by March 10, 2023; please use “EZ PCN Communication Lead Application” as the subject line. In addition, your letter of interest should answer the following in 300 words or less:

Please tell us why you are interested in this role at this stage of your career and what about it interests you the most.

In your cover letter, be sure to provide a glimpse of your personality to us. All inquiries and applications will be reviewed in detail and held in strict confidence. Only those candidates chosen for an interview will be contacted. No phone calls please.