



College of
Midwives
of Ontario

Ordre des
sages-femmes
de l'Ontario

ROLE: Officer, Communications and Stakeholder Relations

13 month Contract (Parental Leave)

CLOSING DATE: May 28, 2021

POSITION DATES: July 5, 2021 – August 5, 2022

REPORTS TO: Registrar-CEO

EQUITY, DIVERSITY AND INCLUSION STATEMENT

The College of Midwives of Ontario is an equal opportunity employer. We encourage all qualified individuals who identify as part of an equity seeking group to apply. We are committed to a barrier-free, equitable, and inclusive recruitment process and workplace.

Our goal is to ensure our College's Council and staff team are reflective of the diversity of the community and we welcome any feedback in this regard.

The College welcomes and encourages applications from people with disabilities. Reasonable accommodations are available on request for candidates taking part in all aspects of the selection process. Accommodation requests can be made by contacting operations@cmo.on.ca.

POSITION SUMMARY

Under the direction of the Registrar, the Communications and Stakeholder Relations Officer (CSRO) is accountable for College communications and stakeholder relations, and stakeholder engagement initiatives. The CSRO leads the development, implementation and evaluation of the College's communications and stakeholder relations strategy and is responsible for achieving consistency of messaging in line with the College's statutory mandate and the strategic priorities of the organization. The CSRO plays a key role in public, membership and stakeholder engagement helping to build positive stakeholder relationships, increase the College's profile, and ensuring there is an understanding of the College's role and work. The CSRO works with all staff to ensure that the College's communication and knowledge products are high quality, effective and consistent.

ACCOUNTABILITY

The CSRO is accountable for independent implementation of the communications portfolio. Innovates within the portfolio. With limited direction delivers consistent, accurate and effective work that aligns with the statutory mandate and strategic priorities of the organization. Responsible for design and delivery of a strategic communications plan.

Responsible to lead communications initiatives and to deliver high quality products. Works collaboratively with staff to achieve desired outcomes of communications strategies related to their portfolio areas and provides appropriate guidance. Maintains updated knowledge of effective communication strategies and platforms and translates that knowledge into opportunities for the College. Regularly monitors the environment and suggests and supports effective and measurable initiatives. Advises the Registrar on issues that could pose risk to the College. Maintains knowledge of both the legislative and regulatory framework and College policies and programs in order to ensure communication is appropriate and meaningful. Initiates and delivers engagement opportunities.

KEY RESPONSIBILITIES

The key responsibilities outlined below are interpreted as being descriptive in nature and are not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties.

Planning, Implementation and Monitoring

- Develops and leads a strategic communication plan that aligns with the College's strategic objectives and statutory functions.
- Develops and leads innovative membership, student, stakeholder, and public engagement plans and approaches to ensure there is wide understanding of the College's mandate, programs and value
- Works closely with all College departments to understand policy, program and department work
- Provides expertise and leadership in the development of communications plans and products in order to ensure effective and engaging communications
- Participates in budget planning with the leadership team and independently manages the communications budget
- Plans all communications strategies and products by establishing project plans which identify priorities, timelines, and estimated costs
- Continually evaluates the effectiveness of communication plans, and recommends new or revised strategies, tactics and methods

Products, Branding and Design

- Develops sophisticated and reliably branded communication products
- Develops communication guides and templates and monitors and enforces their adoption amongst staff to ensure consistency of branding
- Reviews as necessary external communication products to ensure compliance with the College's communication guidelines
- Coordinates mass e-mailing activities
- Maintains communication lists
- Coordinates the translation of materials (including the website) into French as needed
- Designs presentations and materials that are engaging to their audience and facilitate knowledge transfer
- Creates (or when necessary source) high quality communication products including but not limited to digital, print products, and videos
- Manages the College's website ensuring it is current, accurate, and reflects the work and priorities of College, and meets the needs of the

- various audiences
- Maintains an appropriate social media presence including an assessment of social media needs
- Ensures the College's communications products are accessible
- Ensures printed and digital resources are available to the team and orders resources as needed (brochures, letterhead, etc.)

Media and Stakeholder Monitoring and Engagement

- Monitors communications related to the College and the College's work and advises the Registrar on issues that could pose risk to the College
- Manages media lists, writes press releases, backgrounders, fact sheets, articles, develops key messages on current/emerging issues for all areas of the College, writes speaking points
- Coordinates media requests and acts as first point of contact for all media inquiries.
- Acts as a spokesperson as required
- Liaises with other College communication leads to build and maintain sector relationships
- Engages with stakeholders such as the Association, members, the public, and the media with the view of both increasing the College's profile and influence and clarifying and disseminating information
- Leads strategic engagement event development, management and logistics including event management and vendor sourcing.
- Participates in strategic events to assist with operations and evaluate success.

Other

- Develop, complete, or manage ad hoc projects as directed
- Manages the College's general inbox referring inquiries to appropriate staff as required
- Participates in planning for crisis management, participates on crisis management team and advises on and executes crisis communication
- Works as needed with the College's vendors to ensure communications are functioning optimally
- Tracks and archives all major communications

REQUIREMENTS

The following requirements exist for this position:

- University or College Degree
- 5 years of relevant experience

The College recognizes that education or experience may diverge from the requirements. The College welcomes applications that diverge from the requirements but demonstrate competence for the position.

A valid criminal record check will be required by the successful candidate.

The candidate needs to:

- Be able to work collaboratively and insert themselves into all aspects of our work
- Advise our team on using communication theory and best practice and explain why we communicate in certain ways
- have a high degree of attention for detail
- work independently without regular supervision
- lead others and inspire others about communication plan and products
- obtain information from audiences to determine what they want to know, create appropriate communications, and measure successes/opportunities
- Determine when what is required falls outside of their expertise (e.g., design, videography etc.) and outsource and oversee those work packets so they are successful

COMPENSATION

Salary with Benefits.

Salary Band \$80,912 - \$97,725 per annum. Hiring Range \$80,912- 86,516 per annum.

HOW TO APPLY

Resume and cover letter can be submitted by email to: Carolyn Doornekamp, Director of Operations, c.doornekamp@cmo.on.ca

The College of Midwives of Ontario thanks all applicants for their interest in the position. Only those candidates selected for an interview will be contacted.

WORK ENVIRONMENT

During the pandemic the College is operating virtually, and all staff are working offsite. Outside of these extraordinary times this position requires at least part time work from the College's Toronto office. Work from home or remote office is possible where reasonable for the applicant, organization and position deliverables.