

Middlesex London Ontario Health Team Communications and Community Engagement Lead
0.5 FTE Ongoing Contract (Secondments Welcome)

Improving our healthcare experience together – where people are heard, care is connected, and whole health is possible for everyone.

The Middlesex London Ontario Health Team (MLOHT) is seeking a Communications and Community Engagement Lead to support their internal and external strategic communications and engagement.

This is an opportunity to join our team of passionate, dedicated professionals, committed to transforming our local healthcare system. Reporting to the Middlesex London OHT Lead, you will lead communication and engagement strategies, tasks, and support the broader team as needed.

The successful candidate will have proven experience creating and implementing communications and community engagement strategies and plans within a multi-organization, multi-sector, and/or regional environment, using evidence-based best practices, preferably in a healthcare environment. You will assist projects with strategic communication and engagement plans to help achieve each project's goals and advance the MLOHT brand in the community.

You are passionate about health equity and an excellent communicator who will ensure that patient/client and care partners and provider partners are central to planning and decision-making.

Key Responsibilities:

- Develop and execute communication and engagement strategies to meet organizational objectives that include health equity and AODA guidelines
- Collaborate with project teams to develop communication and engagement plans.
- Support and guide the MLOHT Communications and Community Engagement Specialist
- Support the Patient/Client and Care Partner Council to actively engage in and advance MLOHT work and priorities
- Support patients/clients, care partners, and providers to actively engage in and advance MLOHT work and priorities, including supporting the management of the Patient/Client, Care Partner, and Provider Network
- Interpret and clearly communicate engagement data/results
- Support MLOHT's social media presence, including content creation, analytics, and engagement.
- Support updating the MLOHT website and optimization for search engines.
- Coordinate traditional media purchases and maintain relationships with media outlets.
- Create and distribute press releases and handle media inquiries.
- Implement communication best practices across reports and materials.
- Uphold brand standards across print and digital materials.
- Participate in knowledge-sharing activities within the team.
- Provide expertise on communication strategies for internal and external stakeholders, as requested.

Qualifications and Experience:

- Five or more years of community development, engagement, public education, or communications experience in a health or social service setting;
- Post-secondary degree in Communications, Media, Public Relations, or Journalism;
- Demonstrated ability to engage and communicate clearly with a wide variety of audiences – including physicians, patients, community agencies, as well as groups who are marginalized;
- Experience working with Patient/Client, Care Partner, and Provider Committees an asset;
- Ability to translate data into understandable metrics and narratives, to clearly track progress;
- Substantial professional experience developing tailored strategies to engage and communicate with diverse communities;
- Exceptional written and verbal communication skills – excellence in ability to present and speak publicly;
- Excellent computer skills including: Microsoft Office (Teams/Sharepoint, Word, PowerPoint, Excel, Outlook); Social Media (Facebook, Twitter, LinkedIn and Hootsuite); Canva, Adobe Creative Suite; eNewsletter platforms; Wordpress and similar applications
- Strong interest in working as a member of small team in an emerging organization;
- Strong communication, interpersonal skills, and time management skills
- Knowledge of Health Equity, Diversity and Inclusion Principles and Practices
- Knowledge of AODA guidelines
- Knowledge of the Middlesex London community an asset

Competitive salary and benefits commensurate with experience

Middlesex London Ontario Health Team Search Committee
c/o Julie Goodchild, People Services Supervisor
Thames Valley Family Health Team
You can find the posting at www.thamesvalleyfht.ca/careers

Interested candidates are invited to submit a letter of interest and resume no later than May 13, 2024, at 4:00 PM. The successful candidates will be required to undergo a criminal background check and medical screening. To be eligible to apply you must have a Social Insurance Number and in some cases a valid work permit and must provide proof of completed COVID vaccine series with QR code (two vaccines with second dose received more than 14 days ago).

While we thank all applicants, only those under consideration will be contacted for an interview.

Middlesex London Ontario Health Team is an Equal Opportunity employer that is committed to an inclusive, safe, accessible, diverse, and respectful environment for all that is free of discrimination and harassment. We encourage and welcome all applicants including, but not limited to a broad range of cultural, national, and ethnic origins, racial, religious, gender identities and expression, as well as people of all ages, marital/family status, and those with disabilities to apply. Please contact julie.goodchild@thamesvalleyfht.ca if you require assistance with an accommodation.