

## About the Centre for Effective Practice

The [Centre for Effective Practice](#) is one of the largest independent knowledge translation organizations for primary care in Canada. It brings together knowledge, evidence, expertise and resources to ensure frontline providers have the information they need to deliver high-quality care and improve patients' health outcomes. In Ontario alone, its work reaches over 16,000 healthcare providers each year through established relationships with key organizations, medical schools, colleges and associations.

## Position: Communications Coordinator

This position provides communications support for projects and the organization. Reporting to the Director, this role supports CEP's corporate communications and knowledge exchange. The successful candidate will be responsible for, but not limited to, the following:

### Communications

#### Corporate

- Support the development and implementation of CEP's communications plan and content calendar, and ensure they align with the strategic plan
- Draft, edit and format various corporate communications and promotional material such as newsletters, presentation decks, annual reports, one-pagers, blog posts, media releases/stories, etc. (and direct external design and video vendors on various, but not all projects)
- Track and monitor communications metrics and report them to senior team members
- Provide team with guidance on communications best practices as they relate to our target audiences (primary healthcare providers, government)
- Monitor and report on the latest daily industry press stories, be the point person for any media inquiries and proactively engage media where appropriate
- Maintain and build communication databases and distribution lists

#### Web and social media

- Lead the website maintenance and content updates (cep.health)
- Lead social media presence and impact – develop and build posts, videos, visuals
- Mine and facilitate online engagement with existing and new community of followers

#### Brand management

- Create written content to generate advocacy from stakeholders and audiences by profiling CEP's value and results
- Ensure the CEP brand is consistent across platforms and work produced across the organization
- Conceptualize and design both online and print communications material that aligns with CEP's brand guidelines
- Regularly develop, review and update required communication tools and templates including our corporate style guide, and ensure to communicate changes with the team
- Strategize/design how CEP is represented at virtual or in-person events and conferences

### Knowledge exchange

- Contribute to the planning and development of an engagement strategy
- Support planning and development of the engagement and dissemination of knowledge exchange activities and tools

- Grow relationships with partners, providers and stakeholders to enhance their understanding of CEP and how to utilize its tools, resources and services
- Monitor competitors and emerging trends in knowledge translation to support best practices

#### **Minimum qualifications**

- Minimum 4-5 years demonstrated experience implementing communication activities
- Collaborative approach that develops excellent internal and external relationships
- Strong written, verbal and digital storytelling skills
- Experience developing multi-media web content and building social media engagement
- Agile, prioritizing and multi-tasking skills to meet deadlines
- Attention to details
- Experience in health communication and/or public affairs is required
- Ability to communicate effectively in both official languages is desirable but not required
- Strong technical skills (Microsoft Office, Adobe Creative Suite and HTML editing)
- Bachelor's degree and post-graduate certificate/degree in communications, or equivalent combined experience and education in public relations, journalism or a related role

This is a wonderful opportunity to work in a unique, professional, academic and health-focused environment that is also entrepreneurial and collegial.

**Salary range:** Commensurate with experience

**Closing date:** This is a call for applications that will remain open until the position is filled

**Location:** This position is located in Toronto, Ontario. Due to COVID-19, remote work is currently required.

**Terms:** Full time, 1-year contract with possibility of extension

**Start date:** Immediate

**\*\*Please submit Cover Letter and Resume through [cep.health/careers](http://cep.health/careers)\*\***

Only short-listed and/or successful candidates will be contacted by Centre for Effective Practice.

Thank you in advance for your interest.