

## Job Posting

**Position Title: Lead, Marketing & Communications (Community Awareness)**

**Employment Status:** Contract Full-time (ending March 31, 2024, with possibility of an extension)

**Job Posting Deadline for Internal Candidates: September 8, 2023, at 5:00pm**

**Hours of Work Schedule:** 35 hours/week (1 FTE) [days/evenings and weekends may be required]

**Position Reports To:** Manager, Brand, Digital Marketing & Communications

**Salary Range:** Annualized salary commensurate on skills and experience, plus participation in HOOPP

**Work Location:** Oshawa *(Candidate may be required to work out of other DCHC sites at times)*

### Organization

**Durham Community Health Centre (DCHC)** is a registered, charitable organization that provides integrated, accessible, and equitable community-based primary care, wellness services, and health education to Durham community members who face multiple barriers to their health and well-being.

DCHC also provides equity-based programs and services that focus on priority populations such as Indigenous, Black, the 2SLGBTQI Community, Newcomers to Canada, Seniors, and Unattached patients (i.e., those without a family doctor), to name a few. DCHC ensures Durham community members receive not only sick care, but preventive care as well.

At DCHC, we are a team-based interprofessional group of staff including physicians, nurse practitioners, nurses, counselors, dietitians, outreach workers, medical secretaries, and other administrative staff. We always place every client at the centre of our approach to care, based on their needs. We address these needs through integrated clinical and wellness care and health education.

It's an exciting time to be joining DCHC, while we are embarking on an energizing path with a focus on making our biggest impact yet on local health care by diversifying, expanding, and leveraging our Strategic Plan, Theory of Change, Brand, Client Stories and Resources.

### DCHC's 2023 – 2026 Strategic Goals

- Drive Program and Service Integration and Client Experience Across All that DCHC Does
- Evolve Program Offerings to Improve Health Equity and Meet the Needs of DCHC's Priority Populations
- Establish DCHC as a System Advocate and Champion for Equity
- Enhance DCHC's Brand and Awareness Across Durham Region
- Become an Employer of Choice with a Focus on Recruitment, Retention, and Development

### Position Overview

As part of the Brand Development team at DCHC, the Lead, Marketing & Communications (Community Awareness) position helps the organization build community awareness and engagement to help connect the community to information, resources, programs, services, and workshops provided by DCHC. This position helps promote community engagement to help drive access to DCHC initiatives, equity-based programs, services and workshops which enables DCHC to develop and implement culturally responsive and respectful strategies/approaches to remove access barriers to health and social services.

## Community Awareness & Engagement

- Support the Manger, Brand, Digital Marketing & Communications (BDMC) in delivering outcomes that increase the awareness and engagement of the community members DCHC services across Durham Region by:
  - enabling the organization to increase demand and access to its programs and services
  - engaging clients to access and engage within DCHC initiatives
  - sharing information and health insights that are relevant to the communities served by DCHC
  - promoting the impact that DCHC delivers within the Durham Region

## Marketing

- Help execute and measure digital marketing campaigns across digital & social channels, in support of DCHC's brand, programs, services and development opportunities.
- Lead insights-driven integrated communications for awareness & activation campaigns, media milestones.
- Help oversee day-to-day management of MarCom campaigns, ensuring brand consistency and alignment to organizational strategic objectives and theory of change.
- Help develop social media strategies and segmentations designed to increase engagement rates, likes and followers utilizing analytics to optimize results.
- Work with internal and external stakeholders to identify opportunities to increase effectiveness of marketing activities.
- Manage external vendors to secure maximum return on investment, operational excellence and business impact.
- Provide design support (e.g., images for social media and website, signage, promotional materials, etc.) using a demonstrated keen understanding of the DCHC brand.
- Provide event support: asset creation (e.g., invitations, signage, collateral, etc.). supporting/coordinating event logistics (e.g., liaising with staff at the event location, RSVP tracking, etc.).
- Prepare and maintain various video presentations for use on internal displays throughout our locations that highlight DCHC Programs & Services, News and Announcements for DCHC Team members, Funder and Stakeholder relations, etc.
- External newsletters: assist with the development of content, create the design and layout, send to appropriate distribution lists, track and report on various KPI's.
- In partnership with Procurement, help manage the promotional material and collateral needs for various DCHC programs, events, and activities that support our priority populations.
- Help develop and monitor key performance metrics for all digital platforms and campaigns. Provide year-over-year analytics and weekly/monthly reports comparing against industry benchmarks utilizing tools such as Google Analytics and Google Data Studio.
- With input from the Manager, BDMC, develop and maintain an ongoing social media calendar that effectively executes DCHC's Social Media Strategy.
- Generate content for posting on social media, both written and accompanying imagery (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.) based on the DCHC Social Media Strategy and input from internal stakeholders/management.
- Monitor comments and messages across all social media platforms and respond or engage the appropriate responder internally.
- Conduct research and make suggestions for collaborations with other organizations and individuals who can help us increase our presence online as a provider of integrated care to priority populations across Durham Region.
- Provide input towards budget requirements against operational objectives.
- Maintain various distribution lists of external contacts.

## **Communications**

- Provide input towards the design of a multi-year communications plan, in support of DCHC's brand, programs and services.
- With the guidance of the Manager, BDMC, act as a strategic partner to the business, create and support implementation of communications and engagement strategies, in alignment with the strategic plan.
- Help manage the development and deployment of communication assets and intranet through collaboration with internal stakeholders.
- Lead insights-driven integrated communications for awareness and activation campaigns and media milestones.
- Manage website content to ensure a consistent and optimized visitor experience through up-to-date content and building awareness of DCHC's Brand, programs, services and events.
- Research and draft content for a variety of internal and external communications (e.g., the DCHC website, marketing materials, social media posts, newsletters, media releases etc.).
- Monitor various email inboxes that are maintained by the department and respond or pass on to the appropriate person in a timely manner.
- Solicit, gather, and manage feedback on events and activities from the various DCHC team members that execute programs for our priority populations to assess, identify and encourage MarCom best practices and evaluate and recommend future MarCom needs.
- Support SEO (search engine optimization) efforts (e.g., content generation, identify and implement meta elements, etc.).
- Help plan and execute strategy and tactics to optimize website key conversion points including landing pages and SEO; work with vendor to make necessary changes to achieve the necessary outcomes.
- Prepare dynamic quarterly presentations that showcase DCHC Team efforts and impact in the community, to be showcased at internal Townhall meetings.
- Help produce and analyze data and performance reports and ensure continuous improvement to maximize the reach of digital marketing and communication initiatives. Stay in tune with competitive trends and best practices in digital marketing and advertising.
- Collect, develop, and creatively share stories for DCHC's programs and services with the purpose of building ongoing Cases for Support, Impact and Annual Reports. Work with the Integrated Care & Experience and Client Experience & Decision Support Team to gather the necessary evidence and impact KPIs for reporting and marketing purposes.
- Assist with Media Relations as needed.

## **Qualifications:**

- 3+ years of relevant digital marketing and communication experience
- Bachelor's degree in digital marketing, communications, or relevant experience
- 2-3 of design experience using either programs from the Adobe Creative Suite (preferred) or Canva
- Demonstrated experience in the development and implementation of digital campaigns and initiatives
- Experience creating video content for social media (please specify which programs you use to do so, in your application). Filming and video editing experience an asset.
- Certification in social media management an asset
- Strong organization and time management skills
- Demonstrated experience in the development and implementation of digital campaigns and initiatives, with a proven track record of success

- Experience with various marketing/communications platforms and software such as: Hootsuite, Meta Business Manager, Mailchimp, WordPress, Canva, Adobe Creative Suite, Google Analytics (please specify your level of experience with each in your application)
- Advanced experience with PowerPoint
- Experience in marketing or communications for a not-for-profit or healthcare is considered an asset
- Strong management skills are required: stakeholder management, project management, change management, etc.
- Ability to work well under pressure in a fast-paced environment and be adaptable to the changing needs of the organization
- Detail-oriented with ability to multi-task, organize, prioritize, and meet deadlines
- Valid G license with access to a vehicle
- Creative and passionate with a desire to learn, roll-up their sleeves and lead with an entrepreneurial mindset
- Ability to lead and/or work with unionized and non-unionized staff and vendors
- Ability to influence and manage conflicts
- Strong problem-solving skills and attention to detail and accuracy
- Excellent interpersonal and collaboration skills with a proven ability to successfully deal with complex issues working within the context of cross-functional teams
- Strong verbal, written and interpersonal skills

**Full vaccination against COVID-19 is mandatory for this position (Durham CHC will however adhere to its duty to accommodate those who are unable to be fully vaccinated for a reason related to a human right protected ground).**

**Application Process:**

- If you are interested in being considered for this position, please submit a cover letter and resume outlining your qualifications and expectations by email to [recruiting@durhamchc.ca](mailto:recruiting@durhamchc.ca). This position will remain posted until filled.
- While we thank all applicants for their interest in applying, only those qualified and considered for an interview will be contacted. All applicant submissions will be kept on file for six months, for future consideration.
- All applicants are encouraged to provide a valid email address for communication purposes. Applicants may receive written correspondence regarding this job posting directly to the email address provided on their resume. As an applicant, it is your responsibility to ensure that you check your email regularly.
- All positions are subject to the successful completion of the following pre-employment conditions for all external hires: Reference Checks; and Criminal Background checks (including Vulnerable Sector Screening).

**Durham Community Health Centre is committed to complying with all applicable standards as set out in the Accessibility for Ontarians with Disabilities Act, 2005 (AODA), the provisions of the Ontario Human Rights Code, and any other applicable legislation. Accessibility:** If you have accessibility needs and require alternate formats or other accommodations, please contact Human Resources at 905-723-0036, or by email to [recruiting@durhamchc.ca](mailto:recruiting@durhamchc.ca). **Durham Community Health Centre, and staff are dedicated to creating an inclusive environment that welcomes diversity.**