



Centre
for Effective
Practice

About the Centre for Effective Practice

The Centre for Effective Practice (CEP) is one of the largest independent knowledge translation organizations for primary care in Canada. We bring 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, our work reaches over 18,000 healthcare providers each year through established relationships with key organizations, medical schools, colleges, and associations.

As a federal not-for-profit organization, our objective is to identify barriers to optimal practice and produce practical solutions to address these barriers. We achieve this through the development of evidence summaries and clinical toolkits, quality improvement planning, and implementing various knowledge translation interventions including provider education, academic detailing, and integration of evidence into decision support systems. To design and execute effective approaches to improve care, we base our efforts on the highest quality clinical and implementation evidence.

Position: Communications Manager

The CEP is seeking a Communications Manager to lead the organization's corporate communications and knowledge exchange. With strong interpersonal and leadership skills, the successful candidate will be a key member of the CEP management team, supporting the organization's communication efforts. We are looking for a mid-level communications expert, with a passion for advancing patient care and brings significant experience in communications.

General responsibilities

Corporate communications

- Take a leadership role in the design and execution of the CEP's corporate communication plan, ensuring alignment with organizational strategic plan.
- Establish and maintain strong external relationships with communication experts and teams from client, partner and stakeholder organizations.
- Provide the CEP team with guidance on communications best practices as they relate to target audiences (e.g., primary healthcare providers and government).
- Proactively identify and coordinate media opportunities, as well as manage media inquiries.

- Oversee the development of various corporate communications and promotional material such as newsletters, annual reports, presentation decks, videos, blog posts, media releases, impact stories, etc.
- Manage the corporate communications budget and calendar.
- Coordinate exhibiting opportunities at healthcare conferences.
- Analyze communication metrics and report on them to senior team members.
- Support organization level efforts as a member of the management team related to human resources and finances.
- Support a communications coordinator.
- Report to Vice Presidents.

Web and social media

- Take a leadership role in the any design and maintenance of the website (cep.health).
- Develop a strategic social media strategy.

Brand management

- Generate advocacy from stakeholders and audiences by profiling CEP's value and results.
- Ensure the CEP brand is consistent across platforms and in work produced across the organization.
- Oversee the design of both online and print communications material that align with CEP's brand guidelines.
- Oversee the development, review, updating and organization of communication tools and templates, and ensure uptake across all staff.

Knowledge exchange

- Design and lead the execution of the dissemination plan for knowledge exchange tools and activities.
- Grow the uptake of the CEP tools, resources and services amongst target end users.
- Enhance partners and stakeholders' understanding of the CEP and how to promote and utilize its tools, resources and services.
- Monitor competitors and emerging trends in knowledge exchange to support best practices.

Qualifications

- Post-secondary education in communications, or equivalent combined experience and education in public relations, journalism or a related field
- Demonstrated experience leading and implementing communication activities
- Minimum 5 years of experience in related position
- Direct experience in health communications and/or public affairs is required

- High level of maturity and confidence in interacting with a wide variety of internal team members and external clients, partners and stakeholders
- Strong written, verbal and digital storytelling skills
- Experience leading the development of multi-media web content and social media engagement
- Thrives in cross-functional team environment
- Comfortable working in a dynamic environment and dealing with ambiguity
- Independent and self-motivated
- Professional behaviour at all times, even when under pressure
- Must be detail oriented and a problem solver
- Able to work flexible hours when required
- Strong technical skills (Microsoft Office, Adobe Creative Suite and HTML editing)
- Ability to communicate effectively in both official languages is desirable but not required

Salary range: Commensurate with experience

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

Location: The CEP 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 to Kory Martin (kory@yourh2r.com), subject line "CEP – Communications Manager Position."

Only short-listed and/or successful candidates will be contacted. Thank you in advance for your interest.