

Job Description: Communications Advisor – Primary Care Networks

North Shore Division of Family Practice Summary:

The North Shore Division of Family Practice (NSDoFP) is a local not-for-profit organization funded by the Government of British Columbia and Doctors of BC, and is part of a province-wide initiative designed to improve patient care, increase family physician influence on health care delivery, and design, and enhance professional satisfaction for physicians. The North Shore Division has over 250 family physician members, is led by a Board of Directors, and works in collaboration with Vancouver Coastal Health, BC's Ministry of Health, and community organizations.

Role Summary:

Reporting to the Primary Care Networks (PCN) Director or delegate, the Communications Advisor works closely with internal and external stakeholders to develop and implement communications strategies to increase physician and stakeholder engagement, and to facilitate communication related to the development of Primary Care Networks on the North Shore.

Primary Duties and Responsibilities:

- Leads planning and execution of internal and external communication and engagement strategies to advance North Shore PCN initiatives.
- Produces and maintains digital content on a variety of platforms including newsletters, websites, and social media.
- Works with the Division and PCN partners including Vancouver Coastal Health and First Nation communities to provide input on communication strategies and implement communication tools, and tactics necessary to engage audiences on the issues, changes, opportunities, and successes of PCN.
- Liaises with staff and partners to develop graphics and print materials such as patient information sheets, guides, rack cards, and posters.
- Works as part of the PCN team by attending team meetings, participating in PCN events, and liaising with colleagues to assess emerging communication priorities.
- Conducts interviews with stakeholders for news stories and writes original copy for various communication channels.
- Collaborates with the Division leaders to ensure PCN alignment with the strategic priorities for the North Shore Division and consistency in communications materials and announcements.

Qualifications:

- Education or experience equivalent to an undergraduate degree in a relevant discipline such as Journalism, Communications, Marketing, or Public Relations.
- Minimum two (2) years' recent, related experience in a communications role; previous experience working in the primary health care setting an asset.
- A combination of the relevant education, experience, and expertise may be considered.

Skills and Abilities:

- Must have superior written, verbal, and interpersonal communication skills.
- Demonstrates excellent editing, proofreading, and content planning skills with exemplary attention to detail.
- Ability to bring innovative new ideas for content and communication strategies.
- Strong organizational skills with the ability to independently research, prioritize, and assemble details for all aspects of communication.
- A results-oriented and enthusiastic team player who thrives on new challenges and responds nimbly to new priorities.
- Demonstrates flexibility and the willingness to work across individual roles to deliver collaborative communication solutions.
- Advanced computer skills in organizational electronic communication technology, publishing, and web-based communications.
- Expertise in WordPress, Adobe, InDesign, Photoshop, and MS SharePoint is desirable.

Working Conditions:

- Employment Status and Compensation: contracted hourly rate commensurate with experience, initial one year contract which may be extended.
- Hours of Work: approximately 16-20 hours per week.
- Work Location: hybrid remote and in-office (North Vancouver).