



JOB DESCRIPTION

The College of Dental Technologists of Ontario (the “College”) is the governing body established by the provincial government to regulate the practice of dental technology in Ontario and exists to serve and protect the public interest. The College protects the rights of patients to safe, competent and ethical care by ensuring that dental technologists maintain professional standards of practice and are held accountable.

Position Details

Position: Coordinator, Communications and Web
Supervisor: Registrar and CEO
Type: 1.0 FTE (35.0 hours/week)
Number of Reports: Direct 0 Indirect 0

SECTION A

POSITION SUMMARY

The Coordinator, Communications plays a leadership role at the College by providing its stakeholders with effective, professional and timely communications. Reporting to the Registrar, the Coordinator, Communications, will provide expertise and support the production of all College communications; maintain the College’s and the Canadian Alliance of Dental Technology Regulators (CADTR) website and social media activities, and provide support to the Patient Relations Committee.

SECTION B

KEY RESPONSIBILITIES

The key responsibilities outlined below are interpreted as being descriptive in nature and are not an exhaustive or comprehensive list of all possible job responsibilities, tasks and duties:

COMMUNICATIONS AND PROGRAM MANAGEMENT

- Support the Registrar in providing responses to key stakeholders about major initiatives and new projects;
- Coordinate the publication of the College e-newsletter and the annual report, which includes editorial planning, writing and editing of articles, layout, posting and distribution;
- Generate content ideas for specific communications initiatives, write and edit copy for all communications channels (website, annual report, presentations, social media, etc.);
- Create and distribute emails to members and stakeholders using MailChimp;
- Review and maintain adherence to brand standards and ensure all communications materials accurately reflect College brand;
- Provide proofreading and copy-editing for all external communications.
- Provide communication and promotion support for events, represent the College at external events and coordinate College participation at such events.
- Develop material for public education and outreach, including presentations, brochures and branded material.



- Assist in the preparation of correspondence.
- Work with external vendors to provide communications expertise, and to ensure timely delivery of materials that are accurate, audience-appropriate and that align with the College's brand;
- Participate in developing, implementing and updating the College's strategic communications plan and provide reports to Council;
- Develop standards, processes and policies for the communications program;
- Provide media relations/PR support to the Registrar as required
- Website management using WordPress and/or Weebly (maintain and update content).

PATIENT RELATIONS

- Coordinate the activities of and serve as a resource to the Patient Relations Committee; develop education programs for the Patient Relations Committee;
- Develop outreach activities to educate members and stakeholders on standards of practice, professional conduct and obligations under the RHPA;

GENERAL

- Contribute to strategic planning and operational planning of the College, developing performance indicators and drafting portions of the Annual Report of the College;
- Budget forecasting and monitoring for the Communications Department and the Patient Relations Department;
- Schedule and plan logistics for meetings, compile and disseminate meeting materials, create meeting agendas and take minutes, and provide training or facilitate meetings where necessary
- Any other duties commensurate with grade/status as required by the Registrar.

SECTION C – QUALIFICATIONS

EDUCATION AND EXPERIENCE

- Completion of an undergraduate degree in a related field, preferably in communications/journalism/public relations or related area, combined with a minimum of three years' relevant experience in a communications role;

KNOWLEDGE

- Knowledge of the regulatory and legislative framework for the governance of health care professions in Ontario to ensure that the practices, policies of the College meet legal requirements. Specifically, knowledge is required of the Regulated Health Professions Act (RHPA), 1991, Health Professions Procedural Code, schedule 2 to the RHPA, the Dental Technology Act, 1991 and regulations made under these Acts;
- Knowledge of protocols, and legislation regarding protection of privacy of individuals such that information regarding members of the College, their patients/clients, and members of the public, and witnesses is appropriately protected;
- Knowledge of computer applications generally used in offices such as the Microsoft Office package, Adobe applications that support organizational planning and communications tools.



ORGANIZATIONAL SKILLS

- Ability to organize meetings, prepare agendas, prepare and present materials for Committees and Council;
- Ability to manage multiple tasks and competing priorities and working in a fast-paced environment where team members must support each other and the Registrar to accomplish work;
- Ability to file and maintain records;
- Ability to write effectively to create reports, proposals and correspondence to Members and stakeholders;
- Ability to work independently and with teams providing situational leadership to achieve team objectives.

COMPUTER SKILLS

- Ability to function at an intermediate to advanced level with all Microsoft Office applications;
- Ability to use independently standard office equipment such as computers, fax, copiers, printers, scanners, and projectors;
- Ability to use and learn independently more specialized applications such as database management applications, planning applications, and presentation and publishing applications.

COMMUNICATION SKILLS

- Highly developed presentation skills to convey complex information in an organized manner easily understood by audiences with various levels of knowledge and technical understanding;
- Excellent writing skills to prepare reports, to write minutes, to prepare articles for the website or newsletter and to prepare correspondence;
- Excellent listening and enquiry skills to understand public and member comments/concerns, to understand meeting proceedings and to make notes for follow-up;

ANALYSIS AND JUDGEMENT

- Advanced judgement to make independent decisions and to provide appropriate advice to the Registrar and committees.
- Tact, diplomacy and empathy to provide appropriate responses to members and stakeholders without conveying a personal or College “position”;
- Discretion to not disclose confidential information or demonstrate personal feelings, and to maintain professional demeanour at all times;
- High level of political and organizational acuity to distinguish when issues may draw public attention and to ensure that such issues are escalated appropriately to the Registrar;

The College of Dental Technologists of Ontario is an inclusive employer. Accommodations are available under the Ontario Human Rights Code.