



College of  
Midwives  
of Ontario

Ordre des  
sages-femmes  
de l'Ontario

## **ROLE: OFFICER, COMMUNICATIONS & STAKEHOLDER RELATIONS**

**CLOSING DATE:** March 2, 2019

**POSITION START DATE:** March 2019

**REPORTS TO:** Registrar

### **POSITION SUMMARY**

Under the direction of the Registrar, the Communications and Stakeholder Relations Officer (CSRO) is accountable for College communications and stakeholder relations, and stakeholder engagement initiatives. The CSRO leads the development of a communication strategy and is responsible for achieving consistency of messaging in line with the College's statutory mandate and the strategic priorities of the organization. The CSRO plays a key role in public, membership and stakeholder engagement helping to build positive stakeholder relationships and increase the College's profile. The CSRO works with all staff to ensure that the College's communication and knowledge products are high quality, effective and consistent.

### **ACCOUNTABILITY**

The CSRO is accountable for achieving consistent, accurate and effective internal and external communications that align with the statutory mandate and strategic priorities of the organization. The CSRO regularly monitors stakeholders and suggests and supports stakeholder relations initiatives. Detailed knowledge of the legislative and regulatory framework is required as well as a working knowledge of College policies, procedures and programs in order to understand communication requirements and opportunities. The CSRO is knowledgeable of the broad regulatory sector (including government) and ensures that College communications align not only with the College's mandate and strategy but also with best practices. The CSRO maintains current knowledge of effective communication strategies, the regulatory health sector, the midwifery profession, relevant government policies and priorities, and relevant stakeholders. The CSRO initiates and delivers engagement opportunities for members, the public and other stakeholders. The CSRO works collaboratively with all staff to achieve desired outcomes of communications strategies and provides related training and guidance to staff.

### **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 Planning, Implementation and Standardization**

- Develops and implements strategic communication plan that aligns with the College's strategic objectives, including post-implementation evaluation.

- Develops and implements membership & student engagement plans and approaches to ensure member and student understanding of College policies, programs and requirements.
- Leads the implementation of the public engagement strategy – identifies opportunities and involve staff and Council as needed.
- Responsible for independently developing and delivering on the communications plans outlined in department plans.
- Works closely with all College departments to understand policy, program and department work; provides expertise and leadership in the development of communications and implementation plans in different College areas.
- Develops internal and external communication templates, guidelines and policies and monitors and enforces their adoption to ensure consistency of branding in all documents.
- Plans and develops communication products by establishing project plans, priorities and timelines; developing schedules and estimating costs; and determining style and format for communication materials.
- Reviews all external communications to ensure compliance with the College’s communication guidelines, including consistency, accuracy and accessibility of messaging and information transfer.
- Maintains an appropriate social media presence including an assessment of social media needs and the development of appropriate social media guidelines.
- Manages the College’s website ensuring it is current, accurate, and reflects the work and priorities of College, and meets the needs of the various audiences.
- Coordinates mass e-mailing activities, tracks and archives all major communications to members, and maintains member and stakeholder communication lists.
- Use design software to produce high quality brochures, materials, and other information items inclusive of the Annual Report and bi-monthly newsletters.
- Serve as a first point of contact for information requests, including managing the College’s general inbox, and referring inquiries to appropriate staff, as required.
- Participates in planning for crisis management and participates on crisis management team.

### **Stakeholder Relations**

- Supports the Registrar in government relations with the view of increasing the College’s influence as an expert resource in policy initiatives, and decision-making partner.
- Tracks Ministry activities related to regulated health including bills and house discussions
- Establishes contacts with appropriate stakeholders on behalf of the Registrar and identifies to the Registrar opportunities for the College.
- Engages with stakeholders such as the Association, members, the public, and the media with the view of both increasing the College’s profile and influence and clarifying and disseminating information.
- Monitors media and other coverage to identify and analyze issues of interest to the College, ensures the accuracy of news media reports and recommends appropriate

responses.

- Identifies media and other trends, evaluating the effectiveness of communications plans, and recommends new or revised strategies, tactics and methods.
- Manages media lists, writes press releases, backgrounders, fact sheets, articles, develops key messages on current/emerging issues for all areas of the College, writes speaking points; coordinates media requests and acts as first point of contact for all media inquiries.
- Leads strategic engagement event development, management and logistics, and operations including vendor, food, and venue bookings.
- Participates in strategic events to assist with operations and evaluate success.
- Prepares outreach strategies and materials for strategic events.
- Acts as a spokesperson as required.

### **Other**

- Ensures printed resources are available to the team and orders resources as needed (brochures, letterhead, etc.).
- Coordinates the translation of materials into French as needed.
- Promotes knowledge sharing between staff and improves information exchange across departments.
- Works with the Director of Operations to set budgets for events, and ensures costs remain within budget.
- Develop, complete or manage ad hoc projects as directed.

### **REQUIREMENTS**

4 years of relevant work experience required.

A College or University Degree is required.

A valid criminal record check will be required by the successful candidate.

### **COMPENSATION**

Salary with Benefits.

Salary Band (\$68,340 – \$82,620). Hiring Range (\$68,340 – \$73,100).

**Resume and cover letter can be submitted by email to:**

**Carolyn Doornekamp**

**Director of Operations**

[c.doornekamp@cmo.on.ca](mailto:c.doornekamp@cmo.on.ca)

*In accordance with the Ontario Human Rights, Accessibility for Ontarians with Disabilities Act (AODA) any request for accommodation will be considered throughout the recruitment and hiring process.*