



*The College of Optometrists of Ontario is a self-regulatory authority responsible for registering (licensing) and governing Optometrists in Ontario. Optometry has been a regulated health profession in Ontario since 1919 and is guided by legislation including the Regulated Health Professions Act and Optometry Act. The College's mission is "to serve the public by regulating Ontario's optometrists. The College uses its authority to guide the profession in the delivery of safe, ethical, progressive and quality eye care at the highest standards." Its vision is "The best eye health and vision for everyone in Ontario, through excellence in optometric care".*

## **COMMUNICATIONS COORDINATOR (3 days/week)**

The College of Optometrists of Ontario is seeking a dynamic team player to join the organization in the role of **Communications Coordinator** to support the College in providing its stakeholders with effective, professional, accessible and timely communications. Reporting to the Registrar, the Communications Coordinator will provide expertise and support the production of all College communications; maintain the College's website and social media activities; review and maintain adherence to brand standards; and provide administrative support to Council. This position involves a wide spectrum of activities including creating and editing College communication materials and publications; newsletter editing, website management, social media support, PowerPoint presentations, news releases, preparing Council briefing materials and taking meeting minutes; and providing administrative support to the Registrar.

General responsibilities will include creating/formatting/proofreading content for College publications (e.g. annual reports, e-newsletters and e-blasts, web pages, press releases, etc.); managing the College's social media presence; collaborating with the Registrar, Council, committees, and staff, to identify communication needs and opportunities including appropriate communication channels; initiating and maintaining relationships with external media-related suppliers (e.g. for the design and production of communications materials, use of website functions); and to ensure the College adheres to brand and graphic standards in all communications and that the communications represent the values of the College. This position will monitor the effectiveness and/or utilization of College communications; maintain, update and manage the content of the College website and social media profiles; and participate in pre-event/meeting activities and attend events/meetings as appropriate.

### **Desirable Qualifications:**

- University degree or community college diploma in communications/journalism/public relations or related area, combined with a minimum of three years' relevant experience in a communications role in a not-for-profit environment. Familiarity with the health and regulatory field are definite assets.
- Above average communication skills, excellent writing and proofreading skills, detail-oriented.
- Experience writing for various forms of media, including websites, social media, annual reports, e-blasts/newsletters, and using web-based technologies and content management systems.
- Working knowledge of WordPress and social media tools.
- Experience using MS Office software (Word, PowerPoint, Outlook, Mail Merge, Excel), and familiarity with graphic design software.
- Ability to work independently as well as collaboratively, to prioritize and manage several different and varied tasks simultaneously and meet deadlines.
- Strong interpersonal and public relations skills; keen sense of planning and organization; self-starter and creative.

**How to Apply:** If you are a qualified candidate interested in this part-time position (3 days/week) located in midtown Toronto, please forward via email your resume, cover letter including salary expectations and availability, and relevant examples (2 or 3) of your work from your professional portfolio to [optom@hrassociates.ca](mailto:optom@hrassociates.ca) by Monday, January 28, 2019.

Please note that applications will be assessed on a rolling basis. If you have any questions about the position, please call Genevieve Roots at 416-237-1500 x. 236 or email [Genevieve.roots@hrassociates.ca](mailto:Genevieve.roots@hrassociates.ca).

*We thank all applicants, however, only those selected for an interview will be contacted.*