



COMMUNICATIONS COORDINATOR

Full-Time, Permanent

The College of Occupational Therapists of Ontario is the regulatory body for occupational therapists (OTs) in Ontario. We work to protect the public interest by: setting practice standards, developing programs that support the delivery of safe ethical care by OTs, and holding OTs accountable for their conduct and practice.

The College is seeking a self-motivated, detail-oriented, creative professional to contribute to the delivery of communications initiatives that support the College's goals and objectives. As part of the communications team, the coordinator will report to the Director of Communications and be responsible for ensuring College materials are accurate, well written and shared with our stakeholders using the most appropriate and effective communications channels.

KEY FUNCTIONS AND RESPONSIBILITIES

STAKEHOLDER ENGAGEMENT

Supports College initiatives via the College website and other platforms to enhance engagement. Independently, and at the direction of the Director:

- Creates and implements digital and content solutions to enhance website and other vehicles to further strategy.
- Works with all internal areas to engage and manage the social media strategy across multiple platforms.
- Designs and creates visuals (videos, infographics etc.) to engage key audiences
- Manages corporate website (currency, accuracy and accessibility) and creates new material, refines existing material and applies SEO best practices.
- Develops material for public education and outreach.
- Monitors issues and trends affecting the College and its stakeholders and generates ideas enhance stakeholder experience.
- Provides media relations and public relations support as required.

COMMUNICATIONS PROJECTS

Contributes to the delivery of communications initiatives that support the College's goals and objectives. Independently, and at the direction of the Director:

- Generates content ideas for communications initiatives, writes and edits copy for all communications channels (website, annual report, presentations, emails, etc.).
- Creates and distributes broadcast emails to registrants and stakeholders.
- Coordinates the publication of the College magazine *On The Record* and the annual report, which includes editorial planning, writing and editing of articles, layout and

production management.

- Coordinates the production and distribution of College professional practice materials.
- Maintains brand standards and ensures all communications materials accurately reflect College brand.
- Provides proofreading and copyediting for all external communications.
- Provides communication and promotion support for events, represents the College at external events and coordinates College participation at such events.
- Proposes new technologies to support and enhance College communications.
- Maintains the College corporate communications calendar for planning and tracking of communications initiatives.
- Coordinates translations of College materials.

DATA ANALYSIS AND INTERPRETATION

Supports the data collection and program evaluation process. Independently, and at the direction of the Director:

- Monitors effectiveness of the College website using analytical software, provides recommendations for changes and develops reports as required.
- Measures effectiveness of communications initiatives using monitoring and analytical tools, makes recommendations for adjustments and provides reports as required.
- Assists with the development of metrics for measuring audience response to communications and broader program area initiatives.

PROJECT MANAGEMENT

Contributes to College-wide ongoing and special projects, coordinating and delivering skills and expertise, and motivating project team members toward the achievement of goals and objectives. Independently, and at the direction of the Director:

- Identifies opportunities for in-program (or cross-program) projects, and prepares recommendations for change for discussion with the Director, Program Managers and the executive management team.
- In consultation with the Director, and independently with respect to discrete communications projects, develops and refines project plans considering all costs, components and deliverables, coordinates project timelines, milestones and deliverables, and identifies and plans for contingencies.
- Implements, and contributes to the implementation of project plans, monitoring activities against timelines and deliverables, and provides regular progress reports to the Director and/or project leader.

EDUCATION

Provides orientation, continuing education and training to a variety of audiences regarding the Communications Program and its processes and policies, stays current with trends and developments in the field for communications development.

Job Posting: Communications Coordinator

Independently, and at the direction of the Director:

- Assists with the development of standards, processes and policies for the communications program, maintains policies and procedures, and provides training and updates to staff on new policies.
- Maintains document management system for communications materials and related policies, and directs College staff to same.

TEAMWORK AND COLLABORATION

Supports department and College colleagues to achieve department and College goals and objectives. Independently, and at the direction of the Director:

- Works closely with Registration, Investigations & Resolutions, Quality Assurance and Corporate Services colleagues to discuss cross-program projects and initiatives, sharing knowledge and expertise regarding the communications program and supporting opportunities.
- Assists the Director with special projects and project management initiatives.
- Participates in College activities and duties.
- Provides program-specific and general assistance to the College staff members when requested, or as needed.

REQUIRED EDUCATION/EXPERIENCE:

- Post-secondary education in a discipline relevant to communications, marketing, journalism, public relations.
- 3 to 5 years of progressive and relevant work experience.
- Professional experience using established and emerging social media channels in a business setting for communication and audience engagement with demonstrated experience in content development, including writing for digital media.

REQUIRED COMPETENCIES:

- Impeccable writing, storytelling and verbal communication skills, including editing experience with English usage, spelling, grammar and punctuation.
- Proven ability to write quality content quickly and translate complex matters into accessible formats.
- Exceptional organizational abilities and time management skills, ability to work under pressure, meet deadlines, multitask and prioritize.
- Initiative, resourcefulness, and creativity.
- Problem solving and good judgement.
- Analytical skills for researching, selecting, testing, measuring and reporting on traditional and innovative digital communication channels with the ability to effectively use tools to measure campaign success and deliver actionable recommendations to for consideration.

Job Posting: Communications Coordinator

- Demonstrated technical skills in the following:
 - Advanced knowledge of the Microsoft Office suite of programs (e.g. Word, Excel, PowerPoint);
 - Advanced experience with online analytic tools (e.g. Google Analytics, Hootsuite); intermediate knowledge of the Adobe Creative Suite;
 - Proficiency with content management systems, email marketing systems (e.g., Constant Contact), and project tracking methodology (e.g., spreadsheets, software).
- Experience in developing, implementing and evaluating communication plans and materials.
- Ability to work independently and a commitment to working cooperatively in a small team environment.
- Experience with project management an asset.
- Experience working in a not-for-profit, regulatory or health care environment an asset.
- Experience with Sitefinity CMS and databases such as iMIS an asset.

Please forward your resume and cover letter to resumes@coto.org by December 15, 2017. Please use the subject line: Communications Coordinator and ensure that all attachments use a filename containing your name.

The College thanks all applicants in advance. Only those selected for an interview will be contacted. Please note that candidates who are selected for the interview phase will be required to provide a sample of past work, and to complete a proofreading and skill test onsite.