



Edmonton Zone Pan Primary Care Network (PCN) are a collaboration of the PCNs in the Edmonton Zone. This program advances, supports, and facilitates the initiatives identified as Pan PCN projects.

We are currently looking for a

Communications Coordinator

to join our team. If you have the qualifications listed below, please submit your resume along with a cover letter for consideration.

Please note this is a part time, temporary until March 31, 2022.

Job Description

This position will be responsible for supporting communications for Edmonton Zone pan-PCN initiatives and the Edmonton Zone PCN Committee. This position supports the pan-PCN Communications Working Group in the development of external and internal communications strategies, design and publication. The Coordinator will contribute to the vision of integrated patient-centred health care in the patient's medical home by executing timely, comprehensive communication that raises awareness of pan-PCN programs and services.

Key responsibilities include, but are not limited to the following:

External Communications

Stakeholder Engagement

- Utilize all opportunities to promote the work of pan-PCN and its members and stakeholders in collaboration and coordination with the pan-PCN Communications Working Group
- Represent the pan-PCN Communications WG on provincial communication initiatives.
- Keep abreast of government protocols, researching and understanding key partners and developing key messages

Media Relations

- Understand the flow of media requests and the parameters of engagement
- Create good relations with media personnel
- Develop media releases, pitch, liaise and monitor as needed

Social Media

- Manage Alberta Find A Doctor website social media account including responding, investigating and posting as per pan-PCN direction/guidelines and protocols
- Develop social media content that can be leveraged by the pan-PCN Communications Working Group
- Have excellent digital communications skills and well versed in paid social media practices
- Provide comprehensive analytical reports on communications efforts

Communication Planning

- To support the pan-PCN Communications Working Group to develop and deliver strategic communications and marketing plans including tactics and materials aligned with the pan-PCN direction

Evaluation and Data Collection

- Create/deploy and manage survey or focus groups to key stakeholders for zone wide activities
- Assist in developing reports for zone wide activities

Media Management

- In collaboration with the pan-PCN Communications Working Group, manage reputable issues including the preparation of key messages, questions and appropriate/timely responses
- Consult on choosing the most applicable team member to respond to media inquiries related to pan-PCN or Edmonton Zone PCN Committee business

Internal Communications

Promotional Materials

- Develop/create promotional materials as needed for zone wide program areas as requested
- Coordinate and liaison with graphic designer vendors as required
- Coordinate and liaison with pan-PCN Communications Working Group for the consistent and effective implementation of materials

Consulting

- If requested, provide consult or assistance to members preparing for PCN event, consult on communicating change or strategies that will improve the medical home

Publications

- Draft creative collateral materials (such as newsletter articles and FAQs) and key messages for stakeholders
- Provide metrics on readership to pan-PCN management

Branding

- Consult and manages placement of logo and its standards for both digital and print applications

Support for EZ PCN priority area communications needs

- In consultation with the various stakeholders, including all eight PCNs and AHS, establish a communication plan that supports the Zone's strategic goals
- Support development of communications activities that support the Zone priority initiatives and the Edmonton Zone PCN Committee in collaboration with pan-PCN Communications Working Group
- Work collaboratively to develop and coordinate the collection of evaluation data for the communication strategy
- Represent Edmonton Zone at the provincial level for communication activities and seek alignment with other provincial/zonal communications initiatives
- Work collaboratively with the EZ communicators and project teams to develop communications strategies for EZ PCN priority areas
- Provide ongoing tactical communications support to the project teams of key EZ priority projects

- Ensure that mechanisms are in place for collaboration with EZ communicators to ensure priority project communication reaches all PCNs and stakeholders

Skills

- Model high levels of integrity and professional behaviour
- Ability to communicate orally or in writing effectively in the English language
- Ability to act responsibly and be accountable for actions
- Demonstrated ability to work professionally, effectively and independently in a complex and dynamic environment with minimal supervision
- Effective personal organizational and multitasking skills
- Maintain absolute confidentiality in accordance with the Health Information Act and Sherwood Park PCN policies on privacy
- Use good judgment to navigate difficult scenarios appropriately and report concerns in a timely manner
- Team player, work collaboratively with colleagues and stakeholders to develop communication initiatives and projects
- Willingness to learn new skills

Education and Experience

- Bachelor's Degree in Public Relations, Communications or Business is required
- Formal education or professional development in graphic design is considered an asset
- Combination of business experience and related skills may be considered
- Excellent computer skills in MS Office Suite, Google Docs, and Windows with the ability to learn and use other technology platforms is required
- Knowledge of design software including Adobe Photoshop, Illustrator, InDesign, Canva, or equivalent is an asset
- Experience with all aspects of social media, including Facebook, Twitter, Instagram, Google Ads, YouTube, Podcasts or other broadcasting experience
- Knowledge of current website software applications

Working Conditions

- A current and clear criminal records check is required
- A valid driver's license and access to a vehicle for travel to various stakeholder locations
- Will require flexibility in hours and days of work. Evenings may be required. Weekend time is unlikely at this time, but may change depending on Program needs.

APPLY TODAY. We thank all the applicants, however, only shortlisted will be contacted. This job posting closes no later than July 30, 2021. Please send your applications to TrinityD@saspcn.com.