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Central Local Health Integration Network (CLHIN)

Caring Communities, Healthier People

Senior Director, Communications

Job # 2017-1706

The Central Local Health Integration Network (LHIN) plans, funds, integrates and monitors the local health care system and is advancing the *Patients First* vision for a more patient-centred system in collaboration with close to 100 Health Service Providers and other stakeholders across diverse communities with a population of over 1.8 million people.

Position Summary

Reporting to the Vice President of Human Resources and Organizational Effectiveness, while working collaboratively across the senior team and with external stakeholders, the Senior Director for Communications will lead all aspects of internal and external communications.

The Senior Director of Communications will, through excellent planning and delivery of communications across a myriad of channels, help align staff and stakeholders with the LHIN's vision, mission, and strategic priorities for system transformation and putting patients first.

Core Responsibilities

- Design, create and measure comprehensive communication strategies, policies, processes, resource plans and tactics for all aspects of our internal and external communications, all channels, for best-in-class communications, marketing and public relations programming
- Develop and deliver integrated employee communications strategy and content to foster employee alignment and engagement with our vision, mission, values, culture, business literacy and people practices, including employee relations programs and collective agreements
- Lead external communication programs to contribute to strong public presence, awareness, engagement, education and collaboration with key stakeholders, including, but not restricted to, health service providers, primary care, public health and government officials
- Lead media relations and issues management
- Integrate and align communication strategies with change management initiatives to advance

system transformation, employee engagement and organizational culture
- Leverage patient experience stories for continuous improvement
- Review external facing documents for compliance with standards and risk and advancement of brand and health care agenda
- Lead, coach and mentor direct reports and senior leadership
- Develop and maintain the processes, methodologies, measures and feedback mechanisms necessary to assess and report on the effectiveness of communication and engagement channels and programs
- Determine the annual communications budget, and define and deliver continuous process, production, content and cost effectiveness for all communication channels – website, intranet, social media, printed materials, digital productions, graphic design, translation services, etc.

Competencies

- University degree in public relations, journalism, communications or public affairs; Graduate degree is preferred
- Over 10 years of experience as a senior communications leader in a complex environment, including regulated industry or unionized environment
- Extensive portfolio and deep understanding of communication, media, marketing and branding disciplines, theories, practices/technology and cost models
- Exceptional record of innovation, strategic counsel, thought leadership, authorship and speech writing
- Highly creative and analytical change catalyst who inspires, motivates, mentors others, and is comfortable addressing large audiences
- Experience in change management principles, techniques and best practices
- Interviewed candidates will be requested to demonstrate their leadership of quantifiable multi-channel communication strategies that reshaped people, policy or business practices
- Knowledge of the health care agenda and strategic priorities would be an asset

To Apply

Please forward your cover letter and resume, in confidence, by ***May 3, 2017 at 5 p.m.,*** *to careers@waterhousesearch.ca, quoting* ***Job # 2017-1706*** *in the subject line.*

This position is located at the Central LHIN headquarters in Markham, Ontario, with expectation for travel to other sites across the Central LHIN.

More information on the Central LHIN may be found at www.centrallhin.on.ca.

We thank all candidates for their interest; however, only those selected for an interview will be contacted. Individuals with a disability requiring accommodation during the application and/or the