



## **Communications Specialist**

Location: Vancouver, BC

Temporary Full-Time (coverage for parental leave until May 2022 or until return of incumbent)

The BC Patient Safety & Quality Council is a driving force for high-quality health care in British Columbia. Using evidence-informed strategies, we shift culture, improve clinical practice and advance person- and family-centred care to support the best care possible for every person in our province.

Our communications team is looking for someone who operates with an extremely high level of detail and organization. Someone that is enthusiastic and likes to collaborate, can juggle multiple balls while meeting deadlines, is good with metaphors and is self-motivated to continually devise new ways to engage our audiences. No two days are alike; flexibility, curiosity and multi-tasking are key.

Our communications specialist will represent us in a spirited and professional manner, developing and implementing communications strategies for the Council and its many initiatives that engage health professionals across the province. This includes working with websites, social media, online and print materials, newsletters and presentations – and it requires consistently high creativity and quality. Along the way the specialist will liaise with the Council's partners, who include the Ministry of Health, health authorities, provincial and federal organizations as well as patients, family members and the public.

### ***Key Accountabilities***

- Coordinates the production and distribution of internal and external communications materials.
- Operates as a team player to ensure quality and consistency in writing, production and delivery of messages from the Council in print, social media, and web platforms.
- Identifies potential communication issues and develops communication strategies to address those issues.
- Monitors, analyzes and reports on data to assess the effectiveness of the Council's communications efforts, and develops strategies to improve them.
- Assists in providing training and educational materials on digital media and communications to Council members and our partners.
- Supports an online home for communities of practice by devising strategies to keep community members engaged and active.
- Maintains an awareness of new developments and trends in communications through websites and journals, literature review, contact with peers at other organizations, industry advisor groups, professional associations, attendance at seminars, workshops and education programs, and so on.
- Coordinates and works with external personnel such as graphic designers, photographers, videographers and copywriters. Coordinates coop students and interns interested in health, engagement and communications.

### ***Qualifications***

A level of education, training and experience equivalent to an undergraduate degree in a relevant discipline such communications, marketing, public relations or digital media, combined with at least 3-5 years of experience.

Excellent interpersonal and communications skills (verbal and written); skill and proficiency in organizational electronic communication technology, including email marketing and social media tools; knowledge and ability to use online content management systems (e.g., WordPress) and

## **Role: Communications Specialist**

HTML coding; ability to use web analytics and SEO; solid journalistic business writing and the creation of compelling publications, skill and proficiency in organizational electronic communication technology; ability to handle highly confidential and sensitive issues with skill, tact and diplomacy; excellent decision making skills, ability to work independently and as part of a team; flexibility to reprioritize quickly to meet changing priorities; strong working knowledge of Microsoft Office suite of products, databases, graphic design, photo and video editing and web-based programs.

Please send your resume, cover letter and work examples (including at least one writing sample) by May 3, 2021 at 4:00 pm to:

Attn: Kevin Smith  
Director, Communications, BC Patient Safety & Quality Council  
[careers@bcpsqc.ca](mailto:careers@bcpsqc.ca)

Short-listed candidates will be contacted; others will be kept in our database for future consideration.