



JOB POSTING

COMMUNICATIONS OFFICER

Location: Central Office, 675 Cochrane Dr. Suite 710, East Tower, Markham, ON, L3R 0B8

Wage: Schedule 2 employee as defined in the Collective Agreement between COPE 343 and WHSC. Wage Range: \$2,031.94/week (start rate) - \$2,114.81 (one-year rate)

The Workers Health and Safety Centre (WHSC) requires a full-time Communications Officer. Reporting to WHSC Director, Information Services and working with other staff in WHSC Information Services, IT, Training Services, Training Development plus external consultants, the Communications Officer will help create and expand WHSC information resources, including several e-news publications and additionally help shape WHSC's marketing efforts across all platforms.

The successful candidate will be joining an organization unique in our field – Ontario's only labour-endorsed, government designated health and safety training organization. For more information visit our website at <https://www.whsc.on.ca/Home>.

WHSC is committed to fostering a workplace that is both inclusive and representative of the communities we serve. To meet these objectives, we invite all qualified candidates from diverse backgrounds to apply. It is WHSC Policy that all employees work in an inclusive environment that acknowledges and promotes equal rights for all persons, including those with disabilities, as outlined in the *Canadian Charter of Rights and Freedoms*, the *Ontario Human Rights Code* and the *Accessibility for Ontarians with Disabilities Act, 2005*. Please be advised that disability accommodation is available upon request.

Applications will be accepted until **4:30 pm, Friday, October 29, 2021**. If interested, please contact Sarah Mackie, Executive Administrative Assistant at smackie@whsc.on.ca.

Required Experience, Knowledge, and Qualifications:

- Minimum of five years' experience in a professional communications role.
- Expert knowledge of best practices for news, Op Ed, and report writing.
- Demonstrated competency analyzing and reporting on occupational, environmental and public health research and policy, occupational health and safety and labour law, court and tribunal decisions, social justice activism and adult education principles and practices.
- Strong track record of effectively managing a high-profile brand and developing effective communications/marketing strategies and campaigns.
- Capacity to work collaboratively across multi-disciplinary groups, both internally and externally, to meet departmental and organizational objectives, as required.
- Demonstrated expertise shooting digital still photography and video footage.
- Demonstrated proficiency in clear language copy, editing and proofreading.
- Advanced knowledge of graphic design and publishing concepts.

Required Experience, Knowledge, and Qualifications (continued):

- Proficient in Windows operating system, MS Office (including Word, Excel, PowerPoint, Outlook).
- Working knowledge of Adobe Photoshop, Adobe Premiere Pro, Adobe Acrobat or Foxit Phantom PDF, Kentico CMS, MailChimp email marketing platform, MS CRM an asset.
- Working knowledge of social media platforms (Facebook, Twitter, YouTube, etc.) an asset too.
- Excellent oral, interpersonal and presentation skills.
- Strong knowledge and experience in the areas of communications planning, project management, and quality assurance.
- Ability to effectively manage multiple projects/tasks concurrently.
- Post-secondary degree in Journalism, Communications, Public Relations or relevant field.
- Experience effectively working with unions and/or other social justice organizations preferable.

Responsibilities:

- Write, proof and edit news items for WHSC electronic publications.
- Write, proof and edit fact sheets on occupational health and safety hazards, applicable law and potential solutions.
- Develop briefing notes and literature reviews on key health and safety issues, legislative changes and decisions interpreting health and safety law.
- Develop PowerPoints for use in webinars and in-person presentations.
- Help develop and implement communications strategies and campaigns aimed at boosting the WHSC brand, our training sales and OHS activism in Ontario.
- Help produce marketing collateral for various campaigns such as product sheets, brochures, web pages and advertisements.
- Support communications efforts by sourcing and/or providing compelling graphics, still photography and video footage.
- Help coordinate, monitor and oversee editorial calendars and timelines.
- Participate on committees and advisory groups as requested.
- Adhere to WHSC operating processes, policies and procedures.
- Performs other duties as required.