

**Communications Lead –
Central East Regional Specialized Geriatric Services**

The [Central East Regional Specialized Geriatric Services](#) entity is a newly created entity designed to better coordinate, organize and integrate specialized health care services for the frail elderly across the Central East region – Scarborough, Durham Region, Northumberland County, Peterborough City and County, City of Kawartha Lakes and Haliburton County. The Secretariat office of the entity, located at Northumberland Hills Hospital in Cobourg, is currently recruiting a temporary part-time Communications Lead to support the development of the entity's first operational plan, strategic plan, and other key deliverables. This position will have flexible hours, (based on the needs of the RSGS office) and will be for a period of six months with the possibility for extension.

Summary of Duties

Reporting to the Executive Director, the Communications Lead is responsible for developing communications plans, materials and relationships with clinical program providers across multiple organizations, media and other stakeholders to educate and inform health care providers, their clients/patients and the general public about the Regional Specialized Geriatric Services entity and its activities.

Duties include:

- conducting a current state analysis/communications needs assessment
- developing and implementing a communications and community engagement plan including the development of a brand for the entity
- contributing to the strategic plan development of the Regional Specialized Geriatric Services entity
- ensuring alignment of communications and engagement activities in partnership with the Central East LHIN Communications Network

Qualifications and Experience

- Undergraduate degree in Journalism, Public Relations or Communications
- At least five-years public relations and media relations experience, with specific experience in a health care environment preferred
- Excellent writing (journalistic news style, web writing, corporate literature) and organizational skills, combined with the ability to think strategically and work in a complex fast-paced environment
- Proven team player and can also work independently
- Basic understanding of social media for communications
- Proficiency in Microsoft office tools

Start date: As soon as possible.

Applicants wishing to apply to this opportunity are invited to submit an expression of interest and resume by [September 6, 2012](#) to:

Northumberland Hills Hospital
1000 DePalma Drive
Cobourg, ON K9A 5W6
Attn: Human Resources
Email: careers@nhh.ca