

## Communications Specialist

If you're looking for an opportunity to put your communications skills to use in a fast paced environment, all while working to make a positive impact on the lives of Ontario's seniors, we would like to hear from you.

The RHRA is seeking candidates for the full-time, permanent role of **Communications Specialist** to assist the Manager, Communications, with the execution of RHRA's communications programs, with an emphasis on social and website management along with writing for a variety of channels and audiences. The Communications Specialist will contribute and participate in the planning, development and implementation of traditional and digital communications strategies aimed at promoting the work of the RHRA, building public awareness, managing issues and safeguarding the reputation and public profile of the organization.

A self-starter and team-player, with outstanding writing, content development and social media management skills, the successful candidate will, among other responsibilities:

- Support the organization through daily media monitoring on sector developments and issues of relevance to seniors in Ontario and Canada.
- Support the Manager with the planning, development and implementation of communications strategies and programs, including tactics and products that educate stakeholders about the RHRA and the Act.
- Work collaboratively with internal teams to be aware of the work of all the different organizational areas and to ensure that these are accurately represented through all communications and stakeholder engagement channels.
- Participate in the planning and implementation of short and long-term strategies for proactive education and awareness programs and activities targeted to stakeholders including seniors' organizations, retirement home residents, their families, media and the general public.
- Support digital and social media strategies that engage stakeholders and the public by developing messaging and coordinating updates to website content and social media channels.
- Support crisis communications and issues management plans through media scanning, issues identification and coordination of responses to internal and external audiences.
- Write and/or edit content for print and online vehicles (i.e., weekly newsletters, brochures, presentations, newsletters, website, etc.) and support RHRA staff with messaging, editing, and coaching, as needed.
- Develop and manage visual content, including photos and infographics in accordance to RHRA branding guidelines.
- Coordinate printing and distribution of publications – liaising with vendors and managing inventory of publications.
- Use data and other analytics to monitor and measure effectiveness of communications strategies, including RHRA's website.
- Coordinate event logistics including, venue selection, AV/staging requirements, accommodations, catering, etc., for any internal or external events related to communications plans, as needed.

**Minimum Qualifications:**

- Bachelor's degree in Communications, Journalism or related field and 2 years of related experience, or equivalent of education and experience, in supporting communications programs.
- Proficient knowledge and understanding of social media management, website management, and public relations/communications principles.
- Experience working as a team member during crisis communications situations and supporting business leaders to identify and manage issues critical to organizational success or failure.
- Experience successfully managing relationships with vendors and suppliers.
- Knowledge of the retirement homes or seniors housing sector and, experience in regulatory body, public sector or not-for-profit environment are assets.

**Required Competencies:**

- Outstanding ability to clearly and effectively communicate with others in writing and verbally.
- Excellent writing and editing skills.
- Keen awareness and knowledge of the variety of external communications vehicles, practices and technology, including solid proficiency in social media best practices.
- Computer proficiency utilizing Microsoft Office productivity tools, content management systems (web publishing) such as WordPress, SurveyMonkey, MailChimp, and design software for digital content and presentations.
- Discretion and tact are essential for frequent interaction with internal and external stakeholders.
- Ability to maintain confidentiality in handling highly sensitive information.
- A team-player, collaborative, and solutions-focused with strong ability to exercise mature judgment.
- Demonstrable professional, positive, and approachable attitude/demeanor with the ability to remain cool and calm under pressure.
- Highly organized and the ability to prioritize effectively and manage multiple tasks under tight timelines.
- Bilingualism in English and French is an asset.

**The RHRA offers a great working environment, learning and development opportunities, and competitive compensation.**

**Other Requirements:** Satisfactory Professional and Vulnerable sector screening checks. RHRA operates in a hybrid work environment, combining remote and in-office work. The expectation is two days on site at the head office, and the balance worked remotely. RHRA also strongly encourages full vaccination against COVID-19 for their employees. Appropriate computer and technological equipment will be provided.

**Location:** Toronto, hybrid work environment  
**Status:** Full-time, Permanent  
**Salary:** Base salary around \$55,000 - commensurate with level of experience  
**Start Date:** On or about September 12, 2022

*Interested candidates should submit their **cover letter and resume** to [careers@rhra.ca](mailto:careers@rhra.ca) by **July 29, 2022**. Please note that selected candidates should expect to hear from RHRA regarding their application the **week of August 15, 2022**.*

*RHRA has a diverse workforce and is an equal opportunity employer. We welcome and encourage applications from people with disabilities and, accommodations are available on request for candidates taking part in all aspects of the selection process.*

*We thank all applicants; however, only those under consideration will be contacted.*

**About RHRA**

The Retirement Homes Regulatory Authority (RHRA) has the mandate to license and inspect Ontario's more than 750 retirement homes where almost 70,000 seniors live. The RHRA is an agent for positive change, by working with the retirement homes sector to increase the protection, safety and well-being of Ontario's seniors.

The RHRA administers the Retirement Homes Act, 2010, which involves licensing homes, educating licensees, consumers and the public about the standards regulating retirement homes. The RHRA's guiding principle is that a retirement home should be a place where residents live with dignity, respect, privacy and autonomy, in security, safety and comfort and can make informed choices about their care options.