

Position: Public Affairs and Media Specialist
Location: Hybrid – Head Office in Toronto, ON
Status: Full-time, Permanent
Salary: Base salary of \$75,000 - \$80,000, commensurate with skills and experience

If you're looking for an opportunity to put your communications and public affairs 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 Retirement Homes Regulatory Authority (RHRA) is seeking candidates for the role of **Public Affairs and Media Specialist**. The successful candidate will work closely with the department's management team in leading, developing and implementing the RHRA's communications programs and public affairs strategies to advance the regulatory work of the RHRA, build public awareness, manage issues, conduct proactive media relations, engage internal and external stakeholders, and safeguard the reputation and public profile of the organization.

A self-starter who is both a high functioning individual contributor and team-player, with outstanding writing, content development, media relations, and stakeholder management skills, the successful candidate will support and report into the Public Affairs Management Team.

Specific accountabilities will include:

Communications and Public Affairs Strategy Development

- Work closely with internal subject matter experts to identify and develop communications and public affairs strategies to support new initiatives and regulatory operations, including annual fee setting activities.
- Work closely with departmental managers to develop, implement and measure effectiveness of communications and public affairs strategies and programs, including tactics and products that educate stakeholders about the RHRA and the Act and benefits of regulation.
- 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 public.
- Use data and other analytics to monitor, measure and improve effectiveness of communications and public affairs strategies and open rates, including the RHRA's website and bi-weekly stakeholder newsletter.

Media Relations and Issues Management

- Support the organization through oversight of daily media monitoring, ongoing environmental scanning and analysis on sector developments and issues of relevance to seniors / stakeholders and recommend appropriate responses as required.
- Field media inquiries, draft responses/ key messages and advise senior leadership on strategy.
- Draft media materials including press releases, backgrounders/fact sheets and articles.
- Work with management team to prepare spokespersons for interviews and conduct media refresher training.
- Develop and implement proactive media and outreach strategies to raise awareness of the RHRA, including specific focus on Ontario's diverse cultural communities.
- Develop and maintain strong media relationships with beat reporters, other journalists and key influencers.
- Working closely with the Public Affairs and Digital Specialist, develop and implement digital and social media strategies that engage stakeholders and the public by developing messaging and coordinating updates to website content and social media channels.
- Work with the management team to develop crisis communications and issues management plans through media scanning, issues identification and coordination of responses to internal and external audiences.
- Maintain/update the RHRA's crisis communications plan.

Marketing Production and Awareness Building

- Write and/or edit new and existing content for print and digital materials (i.e. bi-weekly newsletters, brochures, presentations, newsletters, website, etc.) and support RHRA staff with messaging, editing, and coaching, as needed.
- Work closely with management to improve the website user experience and monitor metrics to make improvements.
- Assist with the development of the RHRA's annual Business Plan and Annual Report and other corporate reports.
- Manage external vendors ensuring that all RHRA public documents/materials convey appropriate messaging and meet organization visual identify and style guidelines, and procurement requirements.
- Identify opportunities to partner with/participate in seniors' organization events, industry events and other public/sector forums.

Stakeholder Outreach and Engagement (including stakeholder CRM management)

- Manage the RHRA's customer relationship management (CRM) platform for Public Affairs' stakeholders and events, including ongoing quality assurance.
- Work with the department management team to prepare for and support the Stakeholder Advisory Council, the Residents' Network and other forums for stakeholder engagement.
- Draft speeches/talking points for internal and external stakeholder events.
- Support the management team in implementing organization's overall stakeholder engagement strategy and action plans – including licensees and the retirement homes sector, current and prospective retirement home residents and their substitute-decision makers, seniors' and advocacy groups and government officials.

- Work with management team and subject matter experts to develop and implement successful initiative-specific stakeholder consultation plans and conduct analysis of feedback.
- Engage in quantitative and qualitative research to obtain feedback from diverse stakeholders, including the general public.
- Monitor and draft stakeholder position analysis and environmental scans for policy purposes and for presentation to subject matter experts, government, stakeholders and the RHRA's Board.
- Work with management team to draft briefing notes outlining stakeholder perspectives and consensus building where possible.

Government Relations

- Assist with developing and managing government relations including securing sustained government support for RHRA's ability to deliver effectively on its mandate.
- Provide support to subject matter experts within the RHRA to develop additional partnerships with government organizations to proactively influence legislation and regulation relating to the Retirement Homes Act and/or respond to them.
- Provide support in monitoring new developments/announcements from Queen's Park
- Research and draft briefing notes for meetings with government (elected officials and public service staff at various ministries relevant to RHRA).
- Draft copy for government newsletters/householders to raise awareness about RHRA and benefits of regulation.

Internal Communications

- Work closely with Human Resources to communicate corporate initiatives in support of the RHRA's Inclusion, Diversity, Equity, Accessibility and Anti-Racism efforts.
- Work closely with subject matter experts to develop and implement change management strategies for specific initiatives.
- Work closely with Human Resources to identify opportunities for internal engagement and learning and assist with organizing all staff meetings/town halls, lunch and learns and other forums to foster positive employee engagement.
- Take the lead on the RHRA's internal newsletter working closely and collaboratively with HR.

Minimum Qualifications:

- Bachelor's degree in Communications, Public or Government Relations, Journalism or related field and 5 - 7 years of related experience, or equivalent of education and experience, in supporting communications and public affairs programs.
- Strong demonstrated media relations and issues management experience.
- Experience advising C-suite leadership.
- Proficient knowledge and understanding of social media management, website management, and public affairs/communications principles and best practices.
- Experience in crisis communications situations and supporting business leaders to identify and manage issues critical to organizational success or failure.

- Demonstrated stakeholder outreach and engagement experience in regulatory/public service environment.
- Experience influencing public policy development and government decision makers.
- Experience managing vendors and associated budgets.
- 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:

- Bilingualism in English and French is a **strong asset**.
- Outstanding ability to clearly and effectively communicate with others in writing and verbally.
- Excellent writing, editing and proofreading skills for diverse audiences and various channels.
- Ability to take complex content and communicate accurately and in a relevant manner for specific stakeholders.
- Political acuity and judgment in dealing with diverse stakeholder views and complex, sensitive issues.
- Comprehensive knowledge or the ability to quickly learn the RHRA's policies, procedures, and operations.
- Ability to maintain confidentiality in handling highly sensitive information.
- A team-player, collaborative, and solutions- and outcomes-focused with strong ability to exercise mature judgment and to work independently, proactively and resourcefully.
- Demonstrable professional, positive, and approachable attitude/demeanor with the ability to remain cool and calm under pressure.
- Strong organizational and time management skills with the ability to prioritize effectively and manage multiple tasks under tight timelines.
- Previous experience in a regulatory and/or public service role would be beneficial.
- 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.

Other Requirements: Satisfactory Professional and Criminal Reference Checks. RHRA currently operates in a hybrid work environment with the expectation of a minimum of being on site at the RHRA's Toronto Office on Wednesday of each week. Required office equipment (laptop, headset, softphone) will be provided. Please note that applicants who receive any conditional offer of employment from RHRA may be required to provide proof that they are double vaccinated with a COVID-19 vaccine approved by Health Canada as a condition of employment and to maintain their status as fully vaccinated as a condition of continued employment. RHRA will consider individual requests for accommodation by applicants who cannot be fully vaccinated due to grounds protected under the Human Rights Code.

*Interested candidates may submit **their cover letter and resume to careers@rhra.ca by March 14, 2025.***

The 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.

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

About RHRA

The Retirement Homes Regulatory Authority (RHRA) has the mandate to license and inspect Ontario's more than 770 retirement homes where over 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 our aging population.

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.