



Student, Communication and Public Affairs - 1 position

Posting #: 52062

Communication and Public Affairs

Posting Date: November 17, 2023

Parkwood Institute Mental Health Care - London, ON

Submission Deadline: November 29, 2023

Temporary Part Time

Wade Baillie, Human Resources

Non-Union

Temporary Part time position, beginning January 8, anticipated to extend until April 12, 2024, subject to the availability of work

We are seeking a skilled, creative and outcome-focused individual to join our team in this role. The successful candidate will play a key role in supporting communications activities including:

Primary focus:

- In collaboration with the social media specialist, assist in the execution of a strategy to increase and improve reach and engagement across existing and new social media channels including research, benchmarking and evaluation, social media listening and content generation
- Assist with proactive and reactive content ideation and development for social media, website, digital campaigns and other communication materials
- Assist in monitoring social media channels, reviewing content and ensuring that any issues or concerns are resolved quickly and appropriately
- Collating image assets and creating social media stories
- Support other communication strategies and initiatives including research, corporate publications, internal communications (including intranet) and media relations as required

#### Essential Qualifications

- enrolled in a post-graduate or undergraduate program in Communications, Public Relations, Journalism or equivalent
- Exceptional experience with social media platforms (Facebook, X, Instagram, LinkedIn) beyond personal accounts including content planning and development, integrated digital campaigns and social media analytics
- Demonstrated oral and written communication skills requiring excellent command of the English language, grammar, spelling and Canadian Press writing style
- Experience with social media monitoring and management tools, e.g. Meltwater, Loomly, Hoot Suite
- Familiarity with design tools and multimedia (e.g. InDesign, Illustrator, Canva, Photoshop, Premiere Pro or other video editing tools)
- Familiarity with content management systems; SharePoint and Drupal experience is an asset
- Knowledge of a Safety Culture in a Health Care Setting in compliance with the OHSA

#### Preferred Qualifications

- Proficiency in French would be an asset

#### Teaching and Research

- St. Joseph's Health Care London through its affiliation with Western University and Fanshawe College is a leading research and teaching hospital. As an employee of St. Joseph's, you will be expected to engage in role related teaching and research activities in addition to any of your clinical duties

### Immunization Requirements

- Provide documentation you have received two doses of the COVID-19 vaccine (primary series, boosters and/or XBB) OR one dose of XBB vaccine at least 14 days prior to the start date.
- Provide vaccination records or proof of immunity against measles, mumps rubella and varicella (chicken pox)
- Provide documentation of the Tuberculosis skin testing

*Your interest in this opportunity is appreciated.*

*Human Resources and Leaders use your profile information to evaluate your application for the vacancies you apply to.  
Only those under consideration will be contacted.*