

## Job Description

<b>Job Title:</b>	Director, Communications & Marketing
<b>Job Category:</b>	Director
<b>Reports to:</b>	Vice-President, Operations & Impact

### SUMMARY

The Director, Communications & Marketing provides leadership for HEC's communications, marketing, and specific government relations activities, by directing and coordinating goals, objectives, and policies that increase the impact and visibility of HEC in support of the organization's strategic directions. The Director, Communications & Marketing ensures sound business and management practices. The Director, Communications & Marketing provides direction and leadership in formulating strategies, campaigns, programs, policies, and procedures for HEC's communications and marketing to attain HEC's strategic goals. The Director, Communications & Marketing, is a member of the Management Committee and the Leader's Network and works closely with the Senior Leadership Team (SLT) to support HEC's Board members, staff, external partners, and quality improvement and measurement experts to lead, develop, and deliver on communications and marketing activities. Support HEC's Board members, staff, external partners, and quality improvement and measurement experts to lead, develop, and deliver on communications and marketing activities.

### DUTIES & RESPONSIBILITIES

- Serves as a strategic partner to HEC's leadership team to effectively support a high-performing communications and marketing function.
- Leads and oversees the development and implementation of HEC's program and corporate communications and marketing – including branding, storytelling and specific government relations strategies.
- Raises awareness of HEC's mission, programs, and achievements in supporting safe, high quality health care across Canada.
- Provides communications support and advice to the VP, Operations & Impact, President & CEO, the senior leadership team, and the Board of Directors
- Leads the development and execution of comprehensive internal and external communications strategies and tactical plans to position and increase HEC brand as a trusted partner and action-oriented thought leader

- Develops appropriate marketing and communicating channels, including leading adoption and integration of AI-powered technologies to enhance the effectiveness, personalization and efficiency of marketing and communication strategies.
- Liaises with external agencies and organizations including media, federal/provincial/territorial governments, health system leaders and affiliated organizations
- Coordinates and aligns communications and marketing activities with HEC's priorities
- Manages, identifies, responds to, and provides counsel on relevant issues at the federal, provincial, territorial level
- Leads, mentors, and develops the communications and marketing team, fostering a collaborative and high-performing environment where team members feel engaged, supported and empowered to thrive. Sets the tone for coordinated service delivery and cross-functional excellence, ensuring responsiveness and alignment with organizational priorities.
- Leads a dedicated team, overseeing annual employee performance and development plans, work plans, and the establishment of appropriate goals, deliverables, objectives, tasks, and professional development plans for direct reports
- Manages relationships with external contractors and consultants
- In collaboration with colleagues, supports governance activities including corporate planning and reporting and development of corporate strategic, business and yearly operational plans
- Develops, manages, and nurtures relationships with communications staff of governments, regional health authorities, associations, pan-Canadian health organizations (PCHOs) and provincial/territorial health agencies, and healthcare delivery organizations, as well as with relevant media representatives.
- Fosters a culture of innovation, inclusion, respect, and impact with better care for everyone.
- Represents and engages in purposeful partnerships and collaborations externally (e.g., governments; and many other individuals and public and private sector organizations who have a commitment to better care).
- Strategically positions HEC as a source of knowledge and expertise in quality, safety and improving care. Develops and delivers strategic initiatives in support of HEC's mission and mandate, as approved by the Board.
- Embodies service excellence, diversity, courage, inclusion, clarity and transparency, and meaningful partnership.

- Consistently models and reinforces the organization's Code of Conduct through words and actions.
- Prepares briefs, reports, recommendations and action plans for the VP, Operations & Impact, President & CEO, the senior leadership team, Board, and related Board committees.
- Ensures compliance with relevant legislation and regulation that impact communications and marketing activities, including on matters of lobbying, accessibility, and public policy dialogue and development.
- Periodically acts as back-up to the Vice-President, Operations & Impact or other roles within the Operations & Impact division.
- Other duties as assigned.

## EDUCATION & EXPERIENCE

- Bachelor's degree in communications, public relations, public affairs, marketing, or a relevant field is required.
- Minimum of seven (7) years in communications, public relations, or marketing is required, including at least five (5) years in a management role.
- Bilingual in French and English is strongly preferred (English communication skills at Advanced "C" level required).
- Advanced computer software skills in Microsoft Office suite and virtual environment are required.
- Extensive knowledge of federal/provincial/territorial governments' function and protocols.
- Demonstrated experience in developing and implementing strategies and business plans is required.

## SKILLS & COMPETENCIES

- Inclusive leadership style and highly developed people management skills.
- Ability to foster strong internal and external relationships.
- Highly developed interpersonal and problem-solving skills.
- Entrepreneurial spirit, self-starter, with the ability to think strategically and deliver results with integrated communications

- Exceptional oral and written communication skills with the ability to produce clear and compelling narratives for diverse audiences.
- Excellent project management skills including the ability to plan and the ability to collaborate with other teams and across the organization.
- Demonstrated time management skills. Well organized and attentive to detail.
- Professional tact, political acuity, diplomacy, sound judgment, and confidentiality required.
- Ability to work well in a dynamic and highly motivated team.
- A humble leader, who is empathetic, self-aware, trustworthy, transparent, and collegial.

## MANAGEMENT/SUPERVISORY AND ADVISORY RESPONSIBILITY

Direct Supervision: Up to fifteen (15) direct/ indirect reports.

Provides functional advice: Plays a leadership role in the design and delivery of communications and marketing activities. Provides advice and recommendations to the President & CEO and to the Senior Leadership Team (SLT).

## CONTACTS

Internal: Establishes and maintains effective relationships with all employees at all levels.

External: Establishes and maintains effective relationships with external partners, governmental/ legislative bodies, suppliers and PCHOs.

## EFFORT & WORKING CONDITIONS

Effort: Regularly required to manage several tasks simultaneously over an extended period, and juggle multiple competing priorities with occasional urgent situations. Extensive visual concentration due to computer work. Mental fatigue resulting from focusing and intense concentration.

Working conditions: May be required to engage in local or overnight travel. Is required to regularly extend hours of work to meet work demands and occasionally expected to work evenings and weekends during peak periods. Frequently interrupted.