

Job title:	Director of Communications (Maternity Leave Coverage)
Departments:	Centre for Health Evaluation and Outcome Sciences (CHÉOS) & CIHR Canadian HIV Trials Network (CTN) at the Providence Health Care Research Institute (PHCRI)
Location:	St. Paul's Hospital, Vancouver, BC
Salary:	Salary commensurate with experience
Desired Start Date:	December 1, 2020 (flexible)
Full/Part-time:	Full time, regular status
Term:	12–14 months, maternity leave coverage
Application Closing Date:	Open until filled
How to Apply:	Interested candidates should email their resume with cover letter to hr@cheos.ubc.ca

Job Summary

The Director of Communications is responsible for the development of CHÉOS/CTN strategies encompassing external and internal communications and public affairs including public relations (news and editorial coverage, press releases, and articles); media relations (traditional, digital, and social); strategic executive communications; crisis and change management communications; website and electronic communications; and brand and reputation management. Develops leading-edge communications plans that promote, enhance, and project the mission, vision, brand and reputation of the Centre/Network. Provides experienced, innovative leadership, with the ability to form and motivate teams in a collaborative environment, and work effectively with senior leadership and community partners. Responsible for development of the branding, communications, and marketing plans that support and advance the organization.

The incumbent works closely with CHÉOS/CTN staff including physicians, epidemiologists, research nurses, research coordinators and assistants, data managers, biostatisticians, graduate students and fellows.

Located at St. Paul's Hospital, CHÉOS is an interdisciplinary collective founded to pursue excellence in health outcomes research. In addition to conducting its own research, the Centre's other primary function is to offer methodological expertise to other researchers, including assistance with study design, statistics, health economics, data management, and grant facilitation for both health outcomes research and clinical trials. The Centre consists of 75-80 faculty members and 130-150 staff and research personnel.

The CTN is an innovative partnership of clinical investigators, physicians, nurses, people living with HIV/AIDS, pharmaceutical manufacturers and others that facilitate HIV clinical trials of the highest scientific and ethical standards. Established in 1990 as a cornerstone of the federal AIDS Strategy, the CTN is funded by the Canadian Institutes of Health Research (CIHR), and jointly sponsored by the University of British Columbia (UBC) and St. Paul's Hospital (Providence Health Care) in Vancouver.

Work Performed

- Leads, develops, and implements high impact communications strategies and campaigns which promote CHÉOS/CTN; elevates the Centre/Network's brand reputation (including across integrated digital and social media channels); and demonstrates the value of the Centre/Network and its capabilities for key stakeholders.
- Works closely with key stakeholders including communications, public affairs, and government relations staff at UBC, Providence Health Care, Providence Health Care Research Institute, St. Paul's Hospital Foundation, CIHR, and other relevant stakeholder organizations in development of pro-active strategies and key messaging for promotion, as well as issues management should the need arise.
- Enhances the Centre/Network's brand reputation by storytelling through digital and print channels.
- Incorporates best practices in the development of communications strategies to engage the community at large.
- Develops and delivers communications training to executives, researchers, trainees, and other internal staff as required.
- Assesses and pursues communications opportunities and analyzes resulting coverage.
- Oversees the timely and effective development and distribution of materials to media audiences and internal and external stakeholders.
- Develops and maintains contacts with external media to bring their attention to research, innovations, and other related Centre/Network activities.

Supervision Received

Reports to the Director of Operations/Chief Administrative Officer.

Supervision Given

Directly manages communications staff members. Mentors, evaluates, and disciplines staff as required.

Consequence of Error/Judgement

The incumbent operates independently and exercises sound judgment and decision-making. Errors in judgment could have harmful consequences, including adverse public relations, negative media reaction, and significant financial costs. Errors in performance of the above-related duties could have a significant impact on the success of the Centre, Network, and its affiliates.

Working Conditions

The incumbent will be working from home while COVID-19 protocols for physical distancing remain in place. The position is based in CHÉOS/CTN located at St. Paul's Hospital and will be provided with appropriate work space and a mobile phone. Travel to meetings and conferences may be required from time to time.

Qualifications

Master's degree in communications or relevant discipline. 5+ years experience in communications, public relations (PR), and/or marketing roles. Experience in health sciences, university, and/or public health sector preferred. 3-5 years experience in a management position, with 3 years experience directly managing junior staff.

- Strong leadership skills with a results-oriented approach.
- Aptitude to build, motivate, and inspire diverse and highly productive, collaborative teams.
- Ability to collaborate effectively with a variety of stakeholders and colleagues.
- Excellent interpersonal skills and ability to foster relationships.
- Takes initiative in solving problems and provides guidance to junior team members.
- Good conflict management skills.
- Effective and engaging communicator with strong written and oral communications/presentation skills.
- Capacity to translate strategy into action and communicate complex issues in a simple manner.
- Ability to analyze complex issues and develop relevant and realistic plans, programs, and recommendations.
- Ability to develop and deliver communications training to executives, researchers, trainees, and other internal staff as needed.
- Consistent ability to demonstrate outcomes and achieve high return on investment (ROI).
- Exceptional attention to detail.

Equity and diversity are essential to research and academic excellence. An open and diverse community fosters the inclusion of voices that have been underrepresented or discouraged. We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

We thank all applicants for their interest in this position. Only those selected for an interview will be contacted.