
Communications Officer, Internal Communications (Level 5)

Background

Created in 2007, the Canadian Partnership Against Cancer (the Partnership) is an independent organization funded by the federal government to accelerate action on a national cancer control strategy. The Partnership collaborates with a variety of experts, organizations and stakeholders across the country to harness the best of what is working well to control cancer and to effectively implement this strategy coast to coast. We share with our partners the common goals of reducing the risk of cancer, lessening the likelihood of Canadians dying from cancer and enhancing quality of life for those affected by cancer.

This position is part of the Strategy Division which is responsible for overseeing and integrating Strategy, Evaluation and Analysis, Knowledge Management, Corporate Communications and Public Outreach and Engagement functions to support and drive the Partnership's overall effectiveness against its key goals and outcomes. The division's responsibilities include advancing progress of the First Nations, Inuit and Métis cancer control strategy through active engagement and involvement with key partners and stakeholders.

Overview of Role

Reporting to the Manager, Corporate Communications, the Communications Officer, Internal Communications is accountable for developing and managing a comprehensive internal communications program at the Partnership, including the CEO's internal communications program. The Officer also contributes to a range of corporate communications activities for internal and external audiences, including effective positioning of the Partnership, development of integrated communications plans, and distribution of the annual report. The Officer works collaboratively with the Digital Strategy team to align work and liaises with external stakeholders and internal partners across the organization.

Mandate-Specific Accountabilities

- **Strategic communications planning:** The Officer will be responsible for working collaboratively across the organization and with the Manager, Corporate Communications to create and deliver communications plans
 - As assigned, will be responsible for developing integrated communications plans and working with colleagues to execute plans across a variety of communications tactics and channels
 - Following topical trends across the cancer control and cancer stakeholder communities to find opportunities to engage and provide knowledge leadership from the Partnership's experts and evidence
 - Collaborate with program teams and internal stakeholders to promote initiatives
 - Seek opportunities to provide added value to partners
- **Internal communications strategy and execution:** Contribute to and implement the internal communications strategy, which is complementary to the overall communications and outreach plan and annual story planning calendar.
 - Work closely with Talent Management and Executive to on activities to reinforce and drive employee engagement
 - Identify and communicate change management initiatives in a positive manner to ensure behaviour change

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- Coordinate and manage the CEO's internal communications program, including:
 - idea generation, content development and distribution of monthly CEO update
 - Support strategic planning and content development for 3-4 Town Hall meetings annually, including site selection & logistics management, agenda development, CEO remarks, presentation materials and evaluation
 - Support planning and implementation of monthly coffee chats
 - Generate ideas and develop content for corporate intranet (Central PERK), working with Digital Strategy
 - Ensure accuracy of corporate information on Central Perk
 - Generate ideas, develop content, design and distribute the internal newsletter (Partnership Update)
 - Assist with the development and execution of special events within the Partnership to promote activities, milestones and initiatives the Partnership is undertaking
 - Maintain internal communications contacts providing key news updates from across the organization
 - **Internal communications guidelines and issues management:**
 - Develop and maintain internal communications guidelines and provide training and counsel as required
 - Promote internal communications within the organization and support internal communications activities of staff and committees
 - **Innovation and multiplatform communications:**
 - Stay current on trends and best practice in internal communications with a particular focus on health, not-for-profit and pan-Canadian
 - Create and manage the internal communications calendar
 - **Analysis, measurement and indicators:** Establish and track key indicators for the Partnerships' internal communications channels and performance metrics for specific communications campaigns
 - Responsible for quarterly and campaign reporting and production of insight reports encouraging continuous improvement, benchmarking and change
 - Focused on data to draw out actionable insights to improve internal communications strategies
 - **Corporate Communications:** *Contributes to corporate communications at the Partnership by:*
 - Receive and respond to incoming messages from info@partnershipagainstcancer.ca
 - Ensure accuracy of corporate information on www.partnershipagainstcancer.ca, flagging and implementing necessary updates with Digital Strategy
 - Coordinating and managing distribution of the annual report to internal and external stakeholders
 - Work with Corporate Services to provide communications support for Board of Directors
 - Develop speaking notes for Board meetings
 - Write biographies for new Board members
 - Work with the Director, Manager and other division colleagues as required, effectively positions the Partnership and manages the reputation of the organization

General Accountabilities

- Drives innovation and culture change by delivering accelerated impact and reinforcing a collaborative culture
- Accountability for collaboration across divisions and portfolios and with external partners
- Support Manager/Director accountabilities, strategic priorities and core enabling functions
- Responsible for supporting division strategy and goals, allocating resources and delivering results on time and within budget

Division of Time by Area of Accountability

Delivering core mandate: 55–60%

Driving collaboration: 20–25%

Supporting manager: 5–10%

Building external relationships: 5–10%

Essential Skills and Attributes

- Experience in design, development and implementation of communications strategies and activities
- Ability to execute a wide variety of communications functions, from event planning to writing and editing clean, clear copy on a tight deadline
- Strong internal and external relationship management skills, ability to professionally interact with and establish solid working relationships with key internal and external stakeholders, executives and health experts, vendors and colleagues
- Ability to exercise good judgement and use diplomacy and tact when responding to difficult or contentious situations balanced with strong instincts on when to escalate matters and seek management advice
- Ability to proactively lead and respond to change
- A commitment to collaboration and a joint-accountability approach
- Proven project management and organizational skills
- Excellent written and verbal communications skills; in both official languages an asset
- Self-motivated with initiative; focused on quality orientation with an attention to detail
- Ability to prioritize and multi-task within a fast-paced environment

Experience and Education

- Minimum 3-5 years progressive experience in corporate communications
- University degree in English, Communications, Public Relations, Digital Media or related field
- Demonstrated ability to analyze emerging issues and develop strategic responses
- Experience in designing and delivering internal communications plans
- Experience and confidence in providing strategic recommendations that result in effective communications programs and drive results
- Previous experience in the health care sector would be a strong asset.
- Experience in not-for-profit sector is an asset, particularly the Canadian Cancer Strategy environment
- Experience working in broader public sector, including provincial and federal government, as well as private sector environment