

## **UOHI Vice-President, Public Affairs Chief Communications Officer**

### **JOB DESCRIPTION**

#### **POSITION PURPOSE**

##### **Public Affairs and Communications**

Reporting to the President and CEO, the Vice-President, Public Affairs and Chief Communications Officer maintains, protects and enhances the corporate reputation, public profile and brand of the University of Ottawa Heart Institute (UOHI) by providing leadership and strategic direction for all communications and corporate marketing plans. You ensure that UOHI strengths, vision, presence, reputation, and impact are recognized internally and externally. You lead evidence-based, integrated communications planning and measurement and further solidify communications as a strategic asset that helps achieve the Institute's clinical and research goals.

The Vice-President plays a central role in the development of the organizational strategic plan and is responsible to lead and oversee the development and implementation of a strategic communication plan to support the corporate strategy. The role counsels and works closely with the President and CEO, and the executive leadership team to define short and longer term priorities and build actionable strategies to achieve the desired goals.

The Vice-President is accountable for the development and maintenance of strong relationships with internal and external audiences and key stakeholders, including government officials, and provides insight and advice to the hospital, its senior leadership, the CEO, and the Board. The Vice-President is responsible to maintain and enhance UOHI's reputation by strategically aligning community and stakeholder relations activities with the organization's mission and goals. You serve as one of the UOHI's spokespeople on major issues, as required, or briefing or training other UOHI leaders to serve as spokespeople on select issues. You ensure consistency of communications across the major clinical, operational and research functions.

The Vice-President provides strategic leadership in enhancing media relations, community and stakeholder relations, reputation management, emergency response communication, and hospital internal relations including change management and staff engagement.

##### **French Language Services**

The Vice-President, Public Affairs and Chief Communications Officer, is accountable for French Language Services which consists of translation services, French training, and

French language designation management. The Vice-President ensures that the UOHI is compliant with the French Language Services Act by providing quality translation services, by offering a strong French training program, and by ensuring that UOHI and its staff actively communicates in both official languages to all its patients and visitors, and finally by maintaining and further developing the Heart Institute's designation plan, and updating it every three years. The Vice-President is staff support to the French Language Services Board Committee.

## **Volunteer Program**

The Vice-President is responsible for the management of the UOHI volunteer program, ensures that all corporate requirements are met and standards and norms are followed in accordance with Volunteer Canada's best practices. The Vice-President acts as the liaison between the UOHI and the Auxiliary Association which manages the Trillium Boutique.

## **PRINCIPAL ACCOUNTABILITIES**

### **Strategy and Planning**

- Provides leadership and direction in the development and implementation of comprehensive communications strategies, ensuring proactive and timely communications on key issues to stakeholders of UOHI and in accordance with the Board-approved policies and strategies.
- Provides expert and authoritative advice to the President and CEO to ensure the timely and effective management of corporate reputation and risk both with internal and external audiences
- In support of the corporate strategic plan, the incumbent leads the development of strategic direction for corporate communications and marketing by setting priorities, defining audiences, adopting various tactics and methods, and establishing key performance indicators
- Ensures that strategies are translated into concrete action plans and that the best interests of UOHI is met
- Sits on the Senior Management Committee and act as an advisor to all members of the management team on communications issues such as awareness campaigns, the dissemination of sensitive information, response to unexpected occurrences, and the promotion of corporate activities.

### **Public Affairs and Stakeholder Relations**

- Enhances all aspects of communications including organizational visibility internally and externally, knowledge of the key initiatives and alignment to UOHI's vision, mission, key success factors and values.
- Builds strong relationships with affiliates (The University of Ottawa, The Ottawa

Hospital, University of Ottawa Heart Institute Foundation, Ottawa Heart Institute Research Corporation, University of Ottawa Heart Institute Auxiliary, and University of Ottawa Heart Institute Alumni).

- Monitors on an ongoing basis, and enhances the image of the Heart Institute, Board, Foundation and Research Corporation by their public; formulates specific recommendations and strategies to improve their images toward a continuing positive improvement of same.
- Supervises UOHI communications, programs, activities, publications, digital assets (Intranet and external website), UOHI Facebook, Twitter and Instagram accounts, and YouTube channel to ensure their purpose, content, method and medium are supportive and proactive in enhancing the positive image of the UOHI, its Board, its Foundation and its Research Corporation consistent with an increased awareness and understanding of the overall mission, strategic plans, goals and objectives of the Heart Institute.

### **Operational Management**

- Ensures effective leadership and management of the human and financial resources of the Communications Department, and the French Language Services Department, and the Volunteer Program to minimize operational disruptions of services provided to both our internal and external stakeholders.

### **Other Duties as assigned.**

- Participate in Administrative on-call for emergency management.
- Chair regional communication committees as assigned.
- Under the supervision of the President and CEO, perform other duties as assigned.
- Work requires willingness to work a flexible schedule.

### **Education and Experience**

- Bachelors Degree from a recognized university in Public Relations, Journalism, Communications or an acceptable equivalent combination of education and experience
- A minimum of ten (10) years experience in providing expert advice on corporate communications, public affairs, information or issue management to high profile stakeholders in the public or private sector
- Seasoned individual, with strong interpersonal skills, with a demonstrated ability in negotiation, problem solving and priority setting
- Strong experience in issues and crisis management, managing sensitive and complex issues
- Extensive experience in the development and implementation of strategic

communications and marketing plans including the ability to cultivate, promote and effectively enhance both with the media and on social media platforms

- Extensive experience leading and managing a team
- Proven abilities in building partnerships and/or collaborative working relationships with a wide variety of internal and external stakeholders
- Experience in human resource management and ability to resolve conflicts
- Excellent written and verbal communication skills in both official languages

### **Knowledge**

- Knowledge of internal and external public relations methodologies, best practises, techniques and mediums.
- Knowledge of issues and reputation management
- Knowledge of change and crisis management
- Knowledge of traditional and social media
- Knowledge of website management systems
- Knowledge of issues facing health care and research in Canada preferred