

POSITION DESCRIPTION

POSITION (TITLE):	Communications Assistant	DIVISION:	Corporate Services
REPORTS TO:	Manager, Communications	UNION AFFILIATION:	CUPE Local 1759
REVIEWED: Direct Supervisor	Manager, Communications	DATE: (R) if revised	(R) October 2018, (R) March 2009, (R) July 2000, November 1998
APPROVED: MOH/CEO, Director	Director, Corporate Services	DATE:	October 2018, March 2009
AUDITED:	Human Resources	DATE:	October 2018

POSITION SUMMARY:

Reporting to the Manager of Communications, the Communications Assistant produces and coordinates the development of graphic art/design and visual materials to effectively communicate information for the Thunder Bay District Health Unit (TBDHU) programs and services. This position is also involved in performing a variety of communications and media relations functions to support the communications program.

DUTIES AND RESPONSIBILITIES:

1. Creates agency displays, posters, ads or other material as required.
2. In consultation with the communications manager, coordinator and TBDHU staff, designs media campaigns and other promotional materials, including layout, text, and graphics, in accordance with the TBDHU's visual standards and Accessibility for Ontarians with Disabilities Act, as required.
3. Coordinates production of online, print and promotional materials for program events to ensure that a consistent approach is taken regarding corporate identity, readability, format and style.
4. Assists with written design guidelines and design education for staff.
5. Assists with the preparation of the TBDHU annual report and other publications as required.
6. Maintains community, news and advertising contact lists.
7. Plays a primary role in the dissemination of news releases, public service announcements, other publicity pieces and paid advertisements.
8. Works with staff to plan and implement news conferences, technical briefings and special events, as required. Liaises with community groups to help plan and implement media events, as required.
9. Liaises with printing companies, promotional suppliers, news media suppliers to acquire quotations, provide production details or relay other information, as appropriate.

10. Posts materials and information to the Health Unit website and social media platforms, as appropriate.
11. Answers and re-directs incoming calls when required.
12. Contributes to the development of program plans and develops, plans, implements, coordinates and evaluates assigned projects in consultation with the manager and other team members, as required.
13. Performs any other duties as may be assigned.

QUALIFICATIONS / REQUIREMENTS:

- Degree or diploma in graphic design, communications, public relations, marketing, or journalism.
- 1-2 years of experience in computer-generated graphic design (preferred).
- Excellent computer skills and knowledge of several software packages including Adobe Creative Suite (InDesign, Illustrator), Windows, MS Office, etc.
- Highly developed communication and interpersonal skills.
- Highly developed organizational skills, time management skills and attention to detail.
- Creative ability and artistic talent, as demonstrated by a portfolio of work.
- Knowledge of Web-based design and HTML an asset.

OCCUPATIONAL HEALTH AND SAFETY:

- Follows all policies and procedures to ensure personal safety and safety of others.
- Reports any equipment or safety problems to supervisor.