

## Job Posting

### **Communications Specialist**

**Reporting to:** Executive Director

#### **Job Summary**

Reporting to the Executive Director, the Communications Specialist will be responsible for planning and executing all public and corporate communications strategies aimed at promoting and protecting OLHI's reputation throughout Canada and abroad.

#### **Job Duties:**

##### Communications Specialist:

- Play an active role in the planning, development and execution of all public affairs and external communications strategies involving OLHI's core services
- Make use of current relationships as well as network and foster new cooperative relationships with stakeholders in Western Canada to further promote and enhance OLHI's Profile in that Region
- Develop and implement information, communications and promotional policies and strategies, evaluate and suggest improvements to existing communications strategies with a focus on Western Canada
- Develop, implement and execute Expansion Communications Plans into various Canadian Regions as determined by the Executive Director and the OLHI Board of Directors
- Advise and support OLHI's executives, management and internal clients in the management of communications and media relations matters
- In collaboration with the Executive Director,
  - develop quarterly communications updates, annual communications and marketing plans including the annual report, an annual budget and resourcing,
  - plan needs and manage requests concerning OLHI's participation in events, associations, conferences and partnerships
- In collaboration with our external communications firm, monitor the environment to anticipate developments and innovations in the communications and media relations field and identify threats and opportunities to OLHI's image and reputation
- Develop corporate digital strategies, maintain quality consistency, relevancy, and effectiveness of the content on OLHI's English and French websites, social media, and digital platforms
- Train and coach OLHI staff on communications and media relations issues
- Develop and coordinate communications and media relations strategies with stakeholders, as required
- Carry out assigned projects and tasks related to OLHI's mandate, as required by the Executive Director

## Requirements and Core Competencies

- Proven experience in public relations, communications, journalism or a related field, as deemed appropriate by the Executive Director
- Recent experience in a Public Relations role in Western Canada
- Established network of contacts in Western Canada with government offices, community organizations, consumer advocacy groups, etc.
- Experience working with stakeholders from the Life & Health Insurance industry is an asset.
- Minimum 5 years of relevant experience in the strategic management of public affairs and external communications, including profile enhancement, presentations, website maintenance, social media and graphic design
- Proven ability to implement communications and public affairs initiatives
- A strong ability to communicate verbally and in writing at a professional level in English
- Strong attention to detail and a high degree of accuracy
- High level of integrity, confidentiality and accountability
- Strong computer skills with an advanced understanding of Word, Excel, case management systems and website management support tools
- Experience as a media spokesperson is considered an asset
- Experience within a multi-stakeholder environment is preferred

## Working conditions

- Full time position located in OLHI's Edmonton office
- Occasional travel within Canada
- Ability to attend industry events
- Ability to attend and conduct internal and external presentations
- Overtime as required

## About the OmbudService for Life & Health Insurance (OLHI)

We are a national independent complaint resolution and information service for consumers of Canadian life and health insurance products and services, including life, disability, employee health benefits, travel, and insurance investment products such as annuities and segregated funds. Established in 2002 as a Not for Profit corporation, OLHI operated under the name "Canadian Life and Health Insurance OmbudService" until August 17, 2009.

## Application Process

Qualified parties are asked to indicate their interest by submitting a CV detailing their professional qualifications and experience, as well as two samples of recent written work, to [careers@olhi.ca](mailto:careers@olhi.ca).

Please note that only selected candidates will be contacted.