



JOB POSTING

ACCOUNT DIRECTOR, COMMUNICATIONS & MARKETING 3 Positions

JOB SUMMARY

The Account Director, Communications & Marketing identifies potential communication opportunities, prepares strategic communications plans and materials, manages issues and maintains and enhances relationships with member, public and corporate audiences in support of the goals and objectives of the Ontario Medical Association.

RESPONSIBILITIES AND DUTIES

- Consistent with the OMA brand strategy and standards, provides communications, planning and support services including writing, editing, presentation preparation and event management;
- Liaises and develops issue management plans as required with staff in all business areas to prepare communications on OMA initiatives that will generate public interest or controversy;
- Identifies potential issues through scans of Board and member information and populates the information into a 90-day projection for senior management review;
- Contributes to and communicates the Reputation and Brand Index to internal clients and business partners. Underscoring the impact on the business and strategies and actions to drive positive impressions and perceptions;
- Leads the planning and execution of communications action plans based on relevant results of Reputation and Brand Index;
- Provides communication, training and coaching to staff in other departments;
- Assists in identifying and implementing communications initiatives, such as paid: earned, shared and owned media, to communicate and explain Board objectives, programs and services to various audiences in a timely and effective way;
- Collaborates with senior management and staff from various departments to coordinate the implementation of integrated communication plans (paid, earned, shared and owned);
- Advises in planning and implementing outreach strategies that enable the OMA to engage members, consumers, and stakeholders in a more direct manner in communities across the province and through multiple communications channels

Education: Post-Secondary Diploma or post-graduate Certificate in Public Relations, Corporate Communications or Marketing or a related discipline with (one of) IABC or CPRS designation. Undergraduate degree in political science, public policy, communications or marketing disciplines with above Diploma or Certificate.

Professional accreditation from Canadian Public Relations Society (CPRS) or International Association of Business Communicators (IABC)

Experience: Minimum 6-9 years' experience in a senior communications role with a media relations or issues management focus

Experience communicating with the media in English; developing communications plans and creative campaigns, writing materials, preparing presentations, speeches, traditional and social media materials, event planning, etc., aligned to business goals.

Experience in a consumer facing organization (retail, product or services, etc.), political and/or highly regulated environment, Public Relations agency.

Interested candidates should forward their cover letter and resume to the Human Resources Department at hr@oma.org.

Ontario Medical Association is an equal opportunity employer. We will accommodate your needs under the Ontario Human Rights Code.