



## **JOB POSTING**

### **DIRECTOR, EARNED & SOCIAL MEDIA MEMBER RELATIONS, ADVOCACY & COMMUNICATIONS**

#### **JOB SUMMARY**

This position is responsible for providing support for media relations activities for the OMA.

#### **RESPONSIBILITIES AND DUTIES**

- Leads earned and social media activities, ensuring strategies and tactics are effectively implemented, responding to information, interview requests, monitoring social media for response requirements, developing key messages and responses, drafting news releases, letters to the editor, statements, and emails;
- Maintains relationships with media representatives, journalists and reporters, bloggers responding to requests and initiating contacts, managing the delivery of information, building rapport to facilitate favourable exchanges and attention, and providing background information;
- Co-ordinates OMA spokesperson interviews and news conferences, gathering detailed background information, developing key messages and statements, ensuring spokespeople are properly prepared, and scheduling and attending interviews;
- Identifies opportunities to enhance the effectiveness of OMA media strategies and tactics, researching best practices, monitoring media trends, sharing insights, and recommending new solutions and approaches. Identify and implement a social media strategy to increase OMA's media footprint and to ensure OMA's positions are included in social; conversations;
- Monitors health care and political issues in media across the province, determining potential impacts on OMA business activities and strategies, and identifying opportunities for media coverage and proactive news releases;
- Lead and coach staff to effectively position the OMA as the voice of Ontario's Doctors and the go to source of information on the system and the role of doctors.

**Education:** Undergraduate Degree in Journalism or equivalent.

**Experience:** 10+ years media and/or media relations experience.

Interested candidates should forward their cover letter and resume to the Human Resources Department at [hr@oma.org](mailto:hr@oma.org)

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