



JOB POSTING
MANAGER, MEDIA RELATIONS
MEMBER RELATIONS, ADVOCACY & COMMUNICATIONS

Reporting to the Director, Government Relations & Communications, the **Manager, Media Relations** is responsible for providing support for media relations activities for the OMA.

RESPONSIBILITIES AND DUTIES

- Leads media relations activities, ensuring media strategies and tactics are effectively implemented, responding to information, news update and 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, 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;
- 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.

Education: Undergraduate Degree in Public Relations, Journalism or equivalent

Experience: 6-9 years media relations experience.

Resumes, including salary expectations, should be forwarded to hr@oma.org

We regret that only those selected for an interview will be contacted.

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