



## **JOB POSTING**

### **SR. DIRECTOR, MEMBER COMMUNICATIONS & MARKETING MEMBER RELATIONS, ADVOCACY & COMMUNICATIONS**

#### **JOB SUMMARY**

This position is responsible for developing and implementing the OMA's internal and external communications and marketing strategies.

#### **RESPONSIBILITIES AND DUTIES**

- Provides direction in the development and execution of the OMA's external and internal marketing and digital communication strategies, identifying and developing marketing plans and initiatives, ensuring activities are aligned with the OMA's corporate goals and strategic direction, the OMA brand and establishing marketing practices and protocols, and developing and maintaining brand guidelines;
- Directs public campaigns and special projects, determining project/campaign goals, deliverables, success indicators and milestones, identifying tactics and strategies to reach targeted audiences and optimize engagement/participation, managing project teams, resources, tasks and timelines to ensure outcomes are achieved, and evaluating outcomes and results of initiatives to determine opportunities for future improvements;
- Develops relationships with internal and external stakeholders to understand membership needs and priorities, ensure marketing initiatives are aligned with OMA strategic direction and department goals, share information, research and business analysis results, lead and manage projects and initiative implementations, and identify opportunities to support and influence online activity across OMA departments;
- Directs staff activities, ensuring ongoing productivity and work quality, monitoring workloads, performance and adherence to policies and standards, managing staff performance and development, ensuring the availability of coaching and training opportunities and liaising with Human Resources Department to manage recruitment and on-boarding activities;

**Education:** Undergraduate degree or equivalent.

**Experience:** Minimum 15 years marketing and/or public sector experience.

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

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