



Communications Advisor, Copernicus Lodge

Position summary:

Reporting to the Chief Executive Officer, the Communications Advisor is a member of the Copernicus Leadership Team, and is responsible for maintaining the reputation management of the home, internal and external communications, media relations, digital media, and stakeholder relations.

We are looking for an experienced, creative and highly-motivated Communications Advisor to join our team. In this role, you will be responsible for planning, producing and managing internal and external communications for Copernicus Lodge's long-term care and self-care apartments. This work will include developing and executing communication plans and campaigns, maintaining and developing the home's social media channels and digital communications, and writing content for and producing the home and its Foundation's joint newsletter.

The Communications Advisor will act as an expert advisor to our interprofessional teams and leaders on strategic communication activities.

Responsibilities:

- Plan, coordinate, develop and implement communication plans and products that advance and support the Home's corporate objectives.
- Oversee weekly and ad-hoc communications to staff, residents and their families, and tenants.
- Oversee Town Halls for staff and for residents and their families.
- Update and maintains the Copernicus Lodge website and content.
- Provide issues/outbreak communication support.
- Monitor and manage responses to Copernicus Lodge's social media accounts, including maintaining the social media calendar of celebrations for the home.
- Oversee media relations for the home.
- Work collaboratively with the Foundation in writing and producing the joint quarterly newsletter.
- Develop and maintain an annual communication plan and editorial calendar for the home.
- Coach and provide advice to leaders on departmental internal and external communications.
- Respond in a professional and timely manner to requests and incoming questions from the staff, tenants, residents and their families and the public

Qualifications:

- Undergraduate degree/diploma in public relations, communications, journalism or related area.
- Minimum 2 to 5 years' experience required.

- Extensive knowledge of communications trends and ability to foresee newsworthy stories.
- Demonstrated experience in successfully developing and implementing communication strategies, public awareness campaigns, corporate communications, media relations and issues management support.
- Exceptional writer and editor; must have ability to ensure error free materials.
- Excellent verbal communication skills.
- Ability to speak and understand Polish is an asset; willingness to learn and embrace the Polish language and culture preferred.
- Experience updating and maintaining a website.
- Strong interpersonal skills and ability to build relationships with a variety of internal and external stakeholders, including executives, Board members.
- Results oriented, self-directed, and independent, with the ability to balance multifaceted projects and competing priorities.
- Ability to work effectively under pressure; mature judgment for assessing difficult situations.
- Results oriented, self-directed, outstanding organization and time management skills.
- High energy, flexibility and the ability to work effectively in a fast paced environment with ability to work after hours or on weekend as issues arise

Only those candidates selected for an interview will be contacted. If you have any requirements for accommodation due to disability, please advise Human Resources during the recruitment and selection process. We will work with you to best meet your needs as per resources available to us.

Copernicus Lodge is an equal opportunity employer. We would like to thank all those that apply but only those selected for an interview will be contacted. We request no emails, faxes, phone calls, or requests to meet please.

In accordance with the Corporate Criminal Record Check Policy, the position requires the incumbent to undergo a Criminal Records Check, including a vulnerable sector search, and submit a Canadian Police Clearance Certificate.

Please email your resumes at resumes@copernicuslodge.com