

Communications and Web Coordinator

Employment:	3 year contract; combined hours (see below)	Start Date	As soon as possible
Hourly Wage	Salary based on related and relevant experience	Probation Period	3 months
Department of Psychiatry, Faculty of Medicine, University of Ottawa		The Royal Ottawa Health Care Group (The Royal)	
Hours of Work	4 days per week; 30 hours	Hours of Work:	1 day per week; 7.5 hours

Application deadline: January 21, 2012

Send application to: Brigitte Gratton bgratto3@uottawa.ca

Job Summary for the Department of Psychiatry

The incumbent is responsible for:

- **Developing and implementing a communication strategy for the Department of Psychiatry.**
- **Administration of all of the Department of Psychiatry communications as well as the web site including: maintaining integrity of the web site, creating and managing web page content and providing critical technical support to administrators from the education, research and administrative units within the department.**
- **Ensuring that the news and information components of the Department of Psychiatry web site are up to date and relevant for all internal and external stakeholders.**
- **Supporting communications and marketing needs of the department by assisting with newsletters and other marketing and communications materials.**
- **Supporting all departmental events.**

Job Duties for the Department of Psychiatry

- 1. Writes, edits, and organizes all departmental internal and external communications to students, Faculty members, immediate community, and possible donors.**
- 2. Develops, implements and disseminates guidelines that will support the communication strategy throughout the Department, its Divisions and Programs.**
- 3. Writes, edits, organizes and publishes all web content.**
- 4. Develops, implements and disseminates the editorial guidelines that will support the website strategy and govern web content updates throughout the Department, its Divisions and Programs.**
- 5. Compose and develop the Department of Psychiatry website goals and objectives with key stakeholders, including Departmental Divisions and programs, while collaborating with the University of Ottawa Faculty of Medicine.**
- 6. Maintains the timeliness and relevance of the Department of Psychiatry web site by identifying out-of-date information and proposing areas of improvement.**
- 7. Proposes and assesses new web project requirements within the department and develops proposals and timelines accordingly.**
- 8. Able to administer a website using a Content Management System (CMS), in order to create web pages in HTML and PDF format; publishes and modifies photos using photo editing software.**
- 9. Develops and manages electronic visual assets and brand elements to ensure cohesion and consistency to the visual identity and brand standards of the uOttawa Faculty of Medicine.**
- 10. Build relationships with web administrators/content providers throughout the Department of Psychiatry, the Faculty of Medicine, and affiliated Hospitals maintaining regular contact, and providing assistance as required.**
- 11. Liaises with the Department's Division and Program administrators as a subject matter expert to provide guidance in relation to best practices regarding: communication strategy, website updates and software tools, content development and site management.**
- 12. Photographer for all departmental events, for the annual resident group picture, and for individual member photos as required by the Department.**
- 13. Creates, in collaboration with the leadership of the Department of Psychiatry, an Annual Report of academic achievements.**
- 14. Be an active member and take minutes at the Departmental Executive Committee.**
- 15. Perform other related duties as assigned or required.**

Job Duties for the Royal Ottawa Health Care Group (The Royal)

- 1. Identifying story mining ideas on research projects or initiatives for potential media interest.**
- 2. Assisting with media releases, newsletters and other marketing communications materials.**

Qualifications

- **Undergraduate degree in communications or a related discipline plus two years of directly related administrative experience required. An acceptable equivalent combination of education and experience may be considered.**
- **Experience in planning and implementing a communications plan and/or strategy.**
- **Experience in the development and preparation of content for a home page or website including writing, editing, interviewing and photography/graphic design is required.**
- **Knowledge of information/web architecture and design, content management systems and web-related technologies, such as HTML, PHP. (*The applicant is not expected to do web development per se, but is expected to interface with the web developer for the site.*)**
- **Demonstrated ability to organize content, modify images and use web publishing software.**
- **Demonstrated computer proficiency such as Windows, word processing, databases, presentation software, spreadsheets, graphics, emailing and the Internet.**
- **Demonstrated ability to develop print and web material, such as ads in newspapers, brochures, reports and publications using desktop publishing software.**
- **Strong interpersonal and communications skills.**
- **Tact, diplomacy, creativity, strong organizational skills and initiative.**
- **Bilingualism – French and English (oral and written) is mandatory.**
- **Experience in an academic and/or health care and/or research environment, an asset.**

The Department of Psychiatry and The Royal are equal opportunity employers. In accordance with Canadian Immigration requirements, this advertisement is directed to Canadian citizens and permanent residents. The Department and The Royal appreciates the interest of all applicants, however, only those under consideration will be contacted.