



## **POSITION DESCRIPTION**

### **Communications Specialist**

#### **TITLE**

Senior Communications Specialist

#### **REPORTS TO**

Director of Operations

#### **PURPOSE OF POSITION**

The Communications Specialist leads and supports a broad range of communication solutions across the organization. The individual is responsible for developing and implementing strategic communication initiatives that align with CPhM's position statement and guiding principles. The individual plans and executes communication campaigns; oversees media relations, social media, publications, events, educational modules, internal communications, and presentations.

A key component of the Communications Specialist's role is training and mentoring a junior associate on staff (communications coordinator); the Communication Specialist also collaborates with all staff, as required, to achieve the communication goals of CPhM.

#### **RESPONSIBILITIES**

##### **Editorial and Internal Communications**

- Organize and lead editorial planning meetings with the Communication Coordinator
- Oversee the strategic direction of all internal publications such as Friday Five and quarterly newsletters
- Identify and implement strategies to increase registrant engagement and readership

##### **Digital Strategy and Data**

- Oversee digital analytics reporting; generate insights and monitor communication KPIs
- Maintain and refine social media strategy, including content, scheduling, engagement, and reporting
- Manage digital transformation projects in collaboration with consultants and vendors
- Ensure accessibility and effectiveness across communication platforms

##### **Media, Public Relations & Crisis Communications**

- Monitor provincial and national media coverage relevant to CPhM and pharmacy regulation
- Lead media relations efforts and serve as spokesperson when designated
- Develop key messages, media protocols, and briefing materials
- Design and implement a media relations strategy and media training for leadership and Council

##### **Mentorship and Staff Oversight**

- Provide day-to-day guidance, mentorship, and support to the Communications Coordinator
- Review and approve drafted articles, communication strategies, and social media content

- Offer regular feedback to support growth in writing, planning, and digital engagement
- Participate in setting goals and contribute to performance reviews
- Foster a collaborative, supportive work environment that encourages skill development and ownership of projects

### **Strategic Communications Projects**

- Develop the Annual Report strategy and oversee its production
- Lead the communications plan for Safety IQ in collaboration with Field Operations and the Communications Coordinator
- Develop communications components of educational modules for pharmacy professionals

### **Organizational Reporting and Leadership**

- Oversee Strategic Plan reporting processes, including collecting staff data and preparing Council and public materials
- Fulfill responsibilities of the Data Protection Officer as per CPhM policy
- Mentor the Communications Coordinator through project work and regular feedback
- Contribute to cross-departmental projects and organization-wide communication planning

### **SPECIAL PROJECTS AND STRATEGIC INITIATIVES**

The Communications Specialist is responsible for identifying, leading, and implementing special projects that enhance CPhM's strategic communications capacity. These may include but are not limited to the following:

- Refining and implementing the updated CPhM Editorial Guide across departments
- Developing a Brand Guide for use in marketing materials and internal documentation
- Creating a media relations strategy, including proactive engagement and response protocols
- Designing and implementing media training for leadership and Council members
- Developing a Crisis Communications Strategy to guide the organization through high-stakes scenarios
- Creating a Cybersecurity Communications Plan in alignment with IT and Data Protection protocols

Other duties shall be assigned as required.

### **EDUCATION, TRAINING, AND CERTIFICATIONS**

- Post-secondary education in communications, journalism, public relations, or related discipline or an equivalent combination of education and related experience
- Skill – specific certifications (e.g., crisis communications, digital marketing, media training) are considered an asset

### **EXPERIENCE, KNOWLEDGE, AND SKILLS**

- Minimum five years' experience in communications management; experience in a regulatory or professional environment is considered an asset
- Exceptional writing, editing, and proofreading skills, with experience adapting voice and tone for varied audiences
- Proven experience creating multi-channel content (web, social, print)
- Experience planning and executing strategic communication initiatives
- Strong understanding of media relations and stakeholder communications
- Experience with web content management (e.g., WordPress), and virtual communication tools (e.g., Zoom, GoTo Meeting)

- Proficiency with Microsoft Office, Adobe Creative Suite, and analytics/reporting tools

## **PROFESSIONAL QUALITIES**

- Demonstrated leadership, initiative, and strategic thinking
- Strong interpersonal and collaborative skills
- Excellent organizational and project management abilities
- Independent, self-motivated, and solution-focused
- Detail-oriented, committed to accuracy and confidentiality

## **PERSONAL ATTRIBUTES**

- High ethical standards; honest, respectful, and reliable
- Culturally aware and inclusive
- Adaptable, resourceful, and supportive of a cohesive team environment

## **WORKING CONDITIONS**

- The position is permanent, 1.00 FTE based on a 37.5-hour workweek
- Hybrid work model available
- Overtime required on occasion, compensated with time in lieu
- Ability to attend and/or deliver presentations offsite as required

## **CONDITIONS OF EMPLOYMENT**

- Must be legally entitled to work in Canada
- Provide a satisfactory criminal record check upon hire