



**Job Posting #2023-124**  
**Internal/External Posting**  
**Posting Date: Sept. 22, 2023**  
**Closing Date: Oct. 5, 2023**  
**Union: CUPE**

## **COMMUNICATIONS SPECIALIST**

### **PART TIME PERMANENT POSITION**

**0.8 E.F.T. - 32 Hours Per Week**

**Start Date: ASAP**

**HOURS OF WORK:** Days, some evening and weekend work may be required

Klinik Community Health is a pro-choice community health centre that provides primary care, education and counselling services to our local community and throughout Manitoba. Driven by our vision of creating healthy and engaged communities, we promote health and quality of life for people of every age, background, ethnicity, gender identity and socio-economic circumstances. Rooted in social justice values, we believe that everyone deserves quality care, support and respect.

### **POSITION SUMMARY**

Reporting to the Director of Development, the Communications Specialist is responsible for managing and developing a wide array of internal and external communications as well as delivering key analytical insights, giving structure to departmental communications plans, and aligning the Klinik brand with various channels used by the organization. The Communications Specialist will work collaboratively with the Fund Development and Communications team to understand fundraising needs and develop communications plans that support these initiatives while accurately reflecting Klinik's missions, values, and strategic plans.

### **REQUIREMENTS AND QUALIFICATIONS:**

- Five to Seven years of relevant experience in a communications role with a focus on copywriting, digital communications, and project management.
- Post-secondary education in a recognized communications program, or an equivalent combination of experience and training may be considered.
- Demonstrated experience with writing copy for diverse audiences is required.
- Intermediate graphic design knowledge and experience using a variety of digital tools such as Adobe Creative Suite, WordPress, and Hootsuite is required.
- Demonstrated project management experience and managing several competing priorities and deadlines.
- Experience with and commitment to Reconciliation, and to dismantling racism and oppression within policies, procedures, and practices.
- Consistent demonstration of alignment with Klinik's Vision, Mission and Values.
- Demonstrated commitment to person-centered, culturally safe care.



## **RESPONSIBILITIES:**

### **Communications & Public Relations Management:**

- Develop, oversee, and evaluate communications strategies and plans that promote and raise the public profile of Klinik and its programs. Conduct ongoing audits of internal and external communications to ensure alignment with Klinik's strategic plan.
- Work with Klinik teams and staff to understand departmental needs and provide recommendations based on sound knowledge and best practices.
- Ability to maintain and oversee the adherence to brand standards in all Klinik communications.
- Cultivate and maintain partnerships with government, media, non-profit organizations, businesses, and community.
- Develop and create a variety of internal and external communications material including but not limited to: brochures, emails, presentations, reports, advertisements, and posters when required.
- Create and develop ongoing communication to support strategic stewardship and fundraising efforts such as annual reports, direct mail, and e-news content for donors.
- Participate and assist in the development and execution of Klinik fundraising events including but not limited to communication, promotion, marketing, preparation, set-up and on-site supports as required

### **Website & Social Media Duties:**

- Manage and oversee content creation and maintenance of Klinik website, social media pages and other digital platforms; review and respond to messages and comments as needed.
- Ability to adjust messaging, tone, and delivery to align with various audiences and online platforms.
- Audit current online presence and develop on-going integrated strategies based on deliverables identified in Klinik's communication plans.
- Identify new opportunities for communications through online channels.
- Monitor and track website and social media analytics, in addition to setting measurable goals.

### **Project Management:**

- Ability to manage multiple projects while working under tight deadlines and effectively triage and prioritize current emerging tasks.
- Ability to work with various Microsoft applications including Forms, Planner, OneDrive, and SharePoint



- Identify and track project deliverables, analyze data, and summarize relevant information. Conduct post-project evaluation and identify successful and unsuccessful project elements.

**WORK CONDITIONS:**

- Work environment consisting of a clinic, public spaces, and offices.
- Work areas are not always private.
- May be required to sit and stand for long periods of time
- May be required to be offsite and outdoors in various weather conditions.
- May encounter aggressive and/or agitated clients and visitors.
- May be required to work a variety of shifts including evenings and weekends.

**SALARY RANGE**            \$32.852-\$42.873 per hour

**APPLICATION PROCESS**

- Application Deadline: **October 5, 2023**
- E-mail: [jobs@klinik.mb.ca](mailto:jobs@klinik.mb.ca)
- Please use "Job Posting #2023-124" in all correspondence

Klinik is committed to working towards having a more equitable and diverse work force at all levels of our organization. We welcome and encourage persons who reflect the diversity of the communities we serve to apply, including those who identify as Indigenous, Black, Persons of Colour, 2SLGBTQQIA+, and/or those living with disabilities. Applicants are invited to self-declare in their cover letter.

Accommodations are available upon request during the assessment and selection process.

Thank you for your interest. Only candidates selected for an interview will be contacted.