



## DIRECTOR OF COMMUNICATIONS AND PUBLIC AFFAIRS - BILINGUAL

The Society of Obstetricians and Gynaecologists of Canada (SOGC) is one of Canada's oldest national specialty organizations. Established in 1944, the Society's mission is to promote excellence in the practice of obstetrics and gynaecology and to advance the health of women through leadership, advocacy, collaboration, and education.

The SOGC has over 4,000 members, comprised of obstetricians, gynaecologists, family physicians, nurses, midwives, and allied health professionals working in the field of sexual reproductive health.

The SOGC continues to be a leading national and international authority on women's reproductive health and on evidence-based training and education.

### **POSITION DESCRIPTION**

As Director of Communications and Public Affairs, you are a champion for the SOGC's efforts as the guiding voice for women's sexual and reproductive health in Canada. You are a communications strategist experienced in media relations. You will be communicating with the public, our members, government and industry partners. You will be responsible for driving a comprehensive mix of marketing and communications programs in support of the SOGC's vision, education programs, events and advocacy campaigns. An important aspect of your role will be to lead communication streams on key projects in support of the Society's priorities.

You are a leader with a willingness to embrace change, adapt strategies on the fly and creatively pitch new ideas. You are detail-oriented, well organized and can prioritize competing, critical deadlines. You have highly-developed analytical skills, and aptitude for complex problem solving. You are an experienced project manager who can develop operational plans, work plans, budgets and forecasts. Inspired by the work of the SOGC, you will lead and mentor the communications team to be successful, and bring best practice in Communications to the SOGC.

Reporting to the Chief Executive Officer, you will be responsible for planning and delivering internal and external communications strategies designed to positively impact the SOGC's brand while effectively promoting the reputation and values of the organization. In addition, you will work closely with both the Director, Accreditation and Education and Director, Business Development, lending expertise and support for initiatives.

### **What you will do:**

- Drive the SOGC's advocacy strategy, working with key internal experts to identify and execute proactive and reactive opportunities for media relations, industry consultations, government relations and public-facing education materials

- Provide strategic advice and support to the senior leadership team on various communication tools and collateral
- Develop communications strategies and work plans to support the SOGC's vision, goals and branding
- Lead in the drafting of relevant policies and/or position statements
- Play a key role in team and corporate planning, supporting the development of the strategic plan, annual report to members, and setting and tracking departmental KPIs
- Lead in the development of an engagement strategy with members of the public
- Develop an annual strategic communications plan aligned with the overall SOGC strategic plan
- Lead, manage and mentor the communications team
- Develop and maintain effective relationships with members of the media and the SOGC spokespeople
- Develop and implement a communication strategy and related materials including press releases, briefing notes, speeches, web and digital content
- Track the development of ongoing issues and prepare recommended responses for timely statements and announcements
- Develop marketing strategies for SOGC events and products
- Prepare and manage the Communications Department annual budget

**What you bring:**

- A proven track record in developing marketing communications plans and delivering on stated objectives
- Demonstrated mastery of content development – from messaging to writing/editing and creative
- An assertive, persuasive, and service-oriented personality
- Team player who respectfully works with different resources throughout the organization, and can provide necessary leadership, management and strategic direction
- Ability to work in a fluid, evolving work environment
- Self-starter with the ability to identify and take ownership of complex tasks and large assignments and deliver quality results
- Ability to cultivate and maintain positive relationships with members and partners
- High level problem-solving skills, and a strong initiative to resolve difficulties, identify and fix gaps in processes
- Strong understanding of digital technologies, current and emerging, and demonstrated experience in social media optimization, web content and technology
- Strong project-management skills
- Relationships with media contacts in the medical/public education sectors
- Well versed in dealing with inquiries from the public, the press, and related organizations

**Competencies and Qualifications:**

- Eight to ten years of broad internal and external communications experience, preferably working in a multi-stakeholder environment in a senior role
- Completion of a college diploma or university degree in Business, Marketing, English, Journalism, Communications, Public Relations or a related discipline
- Experience working at a conceptual level with Senior Executives in the preparation of their materials, speeches, etc.
- Experience leading a team
- A passion and aptitude for writing and storytelling

- Positive outlook, fun and flexible
- **Excellent communications skills in English and French (written and spoken)**
- Outstanding interpersonal skills
- Willingness to travel (typically 2-4 times per year)
- Knowledge of physicians/medical profession and/or the Canadian Health Care Environment is considered an asset

The SOGC is an equal opportunity employer and encourages all qualified applicants to apply. We celebrate diversity and are committed to creating an inclusive environment for all employees. The SOGC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Should you be interested, please send your cover letter and resume to the attention of Bev Dewan ([bdewan@sogc.com](mailto:bdewan@sogc.com)) by Friday, January 29, 2021. Please clearly demonstrate how you meet the requirements of the position in your application.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.