Manager, Communications

**Department:** Communications and Public Relations

**Posting Date:** Until filled

**Term:** Indefinite-term contract

**Hiring Range:** $80,000-$90,000 annual salary

**Benefits:** Extensive benefits package inclusive of health, dental, RRSP matching, and paid personal days. Hybrid working options are available for team members to work up to 2 days per week from home.

**Background**

The [Schlegel-UW Research Institute for Aging](https://www.ria.ca) (RIA) is a charitable non-profit organization that partners with the University of Waterloo, Conestoga College, and Schlegel Villages to enhance care and quality of life for older adults. Through engagement with key partners and collaborators, RIA supports practice-relevant research and knowledge mobilization. Research evidence is used to inform programs, education and training, and influence practice and policy.

The [Ontario Centres for Learning, Research and Innovation for Long-Term Care (CLRI)](https://www.ria.ca) is a program of the RIA, Baycrest Health Sciences, Bruyère, that partners with the long-term care (LTC) sector to enhance the health and well-being of those who live and work in LTC homes. We provide programs and resources to train and engage the current and future workforce. The Ontario CLRI is funded by the Government of Ontario.

**Primary Purpose**

The Manager, Communications will be responsible for strategic and operational communications/marketing leadership to the Ontario CLRI. The role will be accountable for the overall promotion of resources and events developed for the Ontario LTC sector by the Ontario CLRI. This role requires an experienced leader who will lead a team to implement the communications and marketing needs of a multi-year, large-scale provincial program that enhances the quality of care and life of individuals who live and work in Ontario long-term care homes.

The role will support the mandate of the Ontario CLRI program, in alignment with the vision, mission, and values of both the Ontario CLRI and the RIA. The role will have an interest and passion for enhancing quality of life and care for older adults and team members working in senior living.
Key Accountabilities

1. **Leadership:** Provide strategic and operational leadership to a team of people in alignment with Ontario CLRI and the RIA strategic plans and projects’ implementation plans. Develop and implement a comprehensive Ontario CLRI communication/marketing strategy in alignment with the Ontario CLRI and the RIA strategic plans and projects’ implementation plans. Work closely with the Ontario CLRI and RIA team to leverage and align work and impact, including the ability to support cross-site project team members. Work collaboratively with and provide supervisor and mentorship to team members to ensure success in alignment with RIA’s culture and values.

2. **Integrated Marketing-Communications:** Lead compelling communications campaigns in collaboration with cross-site project teams to promote the use of resources and engagement with initiatives to key audiences, including Ontario LTC leadership, staff, and older adults and family care partners. Manage the Ontario CLRI communications channels (website, email marketing, social media). Manage the development and delivery of communication materials, including the Ontario CLRI annual report.

3. **Collaborator and Team Engagement:** Work collaboratively to support the Ontario CLRI program and organizational goals and set priorities to achieve objectives. Pro-actively and regularly communicate with RIA, cross-site project team members and Ontario CLRI directors to align communications delivery, identify obstacles and challenges as they arise, and contribute to project goals and problem-solving. Manage relationships with external collaborators/vendors and provide support to RIA and/or Ontario CLRI internal communications via coordination for meetings and events as needed.

4. **Budget Management:** Manage a communications budget. Provide regular reporting of expenditures to leadership. Responsible for the management of spending related to communication/marketing activities and ensuring that all spending is in alignment with RIA policies. Ability to effectively source and work with consultants and vendors to ensure successful outcomes.

5. **Communication and Reporting:** Strong written and verbal communication skills with the ability to tailor messaging to diverse audiences. Present and discuss matters with partners through a variety of virtual and in-person events and meetings. Lead evaluation plan of communication/marketing activities and report to funders, team members, and key partners. Ability to chair or facilitate meetings and document meeting outcomes.

6. **Other:** Take on additional tasks, activities, and special projects, as they arise.

Position Requirements

**Education:**
College diploma or University degree in communications, or equivalent work experience.

**Skills and Experience:**
- 5-7 years experience in organization and/or program/project communications or marketing.
- A minimum of 3 years of experience in leading and supervising a project team in alignment with organizational values and project goals.
● Experience communicating with diverse partners and tailoring messaging and communication materials for different audiences via print, web, and social media.
● Experience working with and building effective working relationships with partners, including funding organizations.
● Experience in digital marketing and content development.
● Excellent interpersonal and communication skills to work effectively with in-house and remote teams, external vendors, and partners.
● Highly motivated, detail-oriented individual with the ability to multitask, prioritize, and meet tight deadlines and manage change within a high-demand environment.
● Proficiency in using Google Workspace products, Adobe Creative Suite, and digital marketing platforms (e.g., Constant Contact).
● Knowledge about the senior living sector is an asset.
● Experience in government relations is an asset.
● Fluent in English. Fluency in French is an asset but not required.
● Must have a valid driver’s license and be available for travel.
● Eligible to obtain a police background/criminal record check.

Scope of Work

● **Interpersonal Skills:** Communicates effectively with internal team members and external partners; professionally represents the RIA in all communications and at events.

● **Level of Responsibility:** Responsible for ensuring the effective and efficient implementation and budget management of multiple projects.

● **Decision-Making Authority:** Responsible for the day-to-day operations of a variety of projects with support from a director for strategic decisions.

● **Physical and Sensory Demands:** Minimal demands, typical of a position operating within an office environment; periods of extensive sitting at a desk and in meetings and concentrated use of visual senses; substantial repetitive keyboard/mouse movement; high sensory demands because of required concentration and attentiveness to detail and regular distractions and interruptions.

● **Working Environment:** Much of the time is spent sitting in a comfortable position with frequent opportunities to move about. Office is located in a comfortable indoor area and options for hybrid work are available for this position. The work is varied and assignments may change frequently. Work will involve regular interaction with RIA team members and external partners and collaborators. There are deadline pressures, while at the same time there is a demand for thoroughness and accuracy. Occasional travel is required.

Vaccination Statement

All researchers, employees and students of the RIA who will work with long-term care homes, colleges, universities and other partners are required to comply with the vaccination policies of those external organizations to complete their work. Of note, vaccination policies are subject to change. The requirement to comply with those evolving policies does not change.
Equity Statement
The RIA is committed to equity, diversity and inclusion within its community and organization. We strongly welcome and encourage applications from Indigenous Peoples, racialized groups, women, 2SLGBTQI+ people, persons with disabilities and people from other equity-deserving groups.

The RIA is pleased to accommodate individual needs in accordance with the Accessibility of Ontarians with Disabilities Act, 2005 (AODA) within our recruitment process. If you require accommodation at any time throughout the recruitment process, please let us know.

How to Apply
RIA invites applications (cover letter and resume) to be submitted by email to applications@the-ria.ca. Please include the job title in the subject line of the email.