

JOB DESCRIPTION

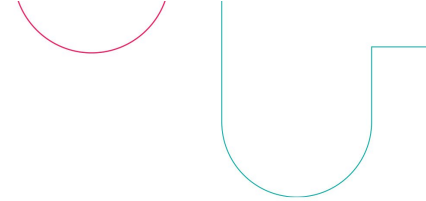
Job Title:	Communications and Marketing Business Partner
Job Category:	Specialist/Management
Reports to:	Manager, Communications

SUMMARY

The Communications and Marketing Business Partner supports the client services function within the Communications and Marketing team. The Business Partner provides communications and client relations expertise related to a wide range of services to their internal clients. Together, client services acts as a centralized intake for communications requests, identifying opportunities, responding to requests and ensuring effective planning and coordination. Business Partners provide strategic communications advice and support for their internal clients, including developing, implementing, and evaluating strategic communications and marketing plans to promote HEC's programs and initiatives in a way that supports overall organizational goals and objectives. The Communications and Marketing Business Partner will collaborate with internal clients, subject matter experts and other partners, to act as an effective liaison between the client needs and team capacity, through a solid project management approach.

DUTIES & RESPONSIBILITIES

- Acts as the main point of contact for select internal clients to interact with the Communications and Marketing team, identifying opportunities and responding to requests.
- Collaborates with other Business Partners to provide a centralized intake, ensuring the effective planning and coordination of work involving the Communications and Marketing team.
- Develops, implements, and evaluates strategic communications and marketing plans to promote HEC's programs and initiatives, in collaboration with internal clients and other members of the Communications and Marketing team.
- Manages communications and marketing projects for internal clients.
- Under guidance and direction of the Manager, Communications, develops, contributes to and monitors communications operating procedures, policies and workplans, demonstrating initiative in making recommendations for improvement and implementation plans.
- Develops, manages, obtains approvals for and, reports on project and activity budgets.
- Supports the delivery of key communication priorities.
- Develops and maintains solid relationships in the health services, government, and communications sectors, to support program operations and ensure appropriate representation of HEC's work.
- Provides high-quality English and French writing and editing services for web, social media, media materials and other communication products in support of internal clients.
- Develops and nurtures relationships with colleagues, contractors, and external partners.
- Provides strategic communications advice and support to the Manager, Communications, Manager, Enterprise and Digital Marketing, senior leadership team, and organization-wide colleagues.
- Represents HEC at workshops, conferences and events as required.
- Periodically acts as back-up to the Communications Officer, other Communications and Marketing



<p>Business Partners and the Manager, Communications, as required.</p> <ul style="list-style-type: none"> • Other duties as assigned.
EDUCATION & EXPERIENCE
<ul style="list-style-type: none"> • Bachelor's degree in communications, marketing, or a related field is required. • Minimum of five (5) years of progressive experience in a similar function is required. • Bilingual in French and English is required (French Communication at the Advanced "C" level is required). • Advanced computer software skills in Microsoft Office suite and virtual environment are required.
SKILLS & COMPETENCIES
<ul style="list-style-type: none"> • Highly developed interpersonal and problem-solving skills. • Excellent project management skills including the ability to plan and collaborate with other teams across the organization. • Excellent oral and written communication skills • Strong client relations and relationship-building competencies, including experience developing and maintaining strategic partnerships • Highly self-motivated with desire to contribute to the success of a healthcare improvement organization. • Demonstrated time management skills, well organized and attentive to detail. • Professional tact and diplomacy and confidentiality required. • Ability to work well in a dynamic and highly motivated team.
MANAGEMENT/SUPERVISORY AND ADVISORY RESPONSIBILITY
<p><u>Direct Supervision:</u> No direct reports.</p> <p><u>Provides functional advice:</u> Provides recommendations and advice to Programs/Strategic Initiatives on program development and delivery from a communications and marketing perspective.</p>
CONTACTS
<p><u>Internal:</u> Establishes and maintains effective relationships with all employees at all levels.</p> <p><u>External:</u> Maintains effective relationships with those who deliver healthcare, patient partners, Indigenous partners, researchers, policy makers, vendors, and suppliers.</p>
EFFORT & WORKING CONDITIONS
<p><u>Effort:</u> Regularly required to manage several tasks simultaneously over an extended period, and juggle multiple competing priorities with occasional urgent situations.</p> <p><u>Working conditions:</u> May be required to engage in local or overnight travel. Is required to occasionally extend hours of work to meet work demands and occasionally expected to work evenings and weekends during peak periods. Frequently interrupted.</p>