

Communications Specialist

Solutions for Kids in Pain (SKIP) is a knowledge mobilization network that seeks to bridge the gap between current treatment practices and available evidence-based solutions for children's pain in Canadian health institutions. We are a non-profit organization based at Dalhousie University in Halifax, Nova Scotia, co-led by Children's Healthcare Canada. Our vision is healthier Canadians through better pain management for children, and our mission is to improve children's pain management by mobilizing evidence-based solutions through coordination and collaboration. Effective information sharing, promotion and strong stakeholder engagement are at the heart of SKIP's knowledge mobilization activities and the Communications & Knowledge Mobilization Specialist plays a key role in SKIP's overall success.

SKIP brings together Canada's world-renowned pediatric pain research community, front-line knowledge user organizations, and end beneficiaries (patients and caregivers). Guided by a diverse and experienced Board, SKIP capitalizes on the engagement of 48 Children's Healthcare Canada member organizations, over 100 partners, five regional hubs, and patients and caregivers (using a "Patients Included" approach) to collaborate and co-produce interconnected knowledge mobilization activities.

Position Description

Reporting to the Managing Director, the Communications Specialist will dive into a meaningful, multi-faceted role that offers an opportunity to work on a wide range of projects, with a vast network from across Canada's children's health community. The Communications Specialist is responsible for the successful implementation of SKIP's communications strategy to promote SKIP and its activities. The Specialist will create and distribute compelling content for SKIP's diverse audience segments that aligns with SKIP's strategic priorities. They will also support SKIP projects and stakeholders by providing effective tools and content for knowledge mobilization.

Duties and Responsibilities

- Implement SKIP's communications strategy, including the development and implementation of communications calendars, plans and campaigns to increase awareness of SKIP and children's pain management, and uptake of SKIP tools and resources;
- Create exceptional, targeted digital and print content for a variety of audiences (researchers, hospitals, clinicians, patients and caregivers, media, government agencies and others);
- Uphold SKIP brand standards across SKIP network activities and support stakeholder activities with written and visual content;
- Manage SKIP's digital platforms, including website, newsletter and social media
- Collaborate with stakeholders to deliver engaging content and activities on partner platforms including The Rounds, IMD Health, Children's Healthcare Canada webinars and more;
- Support planning and execution of projects and events that provide value to SKIP's network members and external stakeholders and grow the reach and profile of the network;
- Build strong relationships with network members and others across the child health sector; engage with them to identify communications opportunities;
- Identify and pursue traditional and non-traditional media opportunities;

- Co-develop and distribute SKIP's annual report and other reports, tools and resources;
- Collaborate and manage relationships with relevant external contract service providers including web and graphic designers, translator, printing services, web host provider and others;
- Provide day-to-day guidance for SKIP communications co-op student and/or intern;
- Support other SKIP projects and initiatives as needed.

Skills and Qualifications

- Undergraduate degree or diploma with at least 2 years of progressive related experience in communications, public relations, and/or knowledge mobilization.
- Knowledge of communications, digital media, information gathering, knowledge translation, editing and proofreading, stakeholder relations, and media relations;
- Knowledge of or previous work experience in Canada's healthcare or health research sector to create and edit accessible materials for various healthcare professional and lay audiences (e.g. reports, evidence summaries, brochures, digital content, infographics, stakeholder briefs, etc.);
- Ability to implement, evolve and evaluate communications plans and campaigns to ensure alignment with organizational mission and areas of strategic focus;
- Exceptional ability to produce professional and compelling written, visual and presentation products for digital and print media;
- Strong interpersonal skills with the ability to develop strong relationships and collaborate with team and a wide range of external stakeholders;
- Self-starter and critical thinker who can translate complex ideas about research, pain management and evidence adoption into engaging, accessible content for tailored audiences, and distribute through a wide range of communications channels with a high attention to detail, accuracy and quality.
- Ability to track, analyze and report on metrics (digital metrics, outputs and project milestones);
- Ability to multi-task and meet tight deadlines in a fast-paced, high-profile environment;
- Strong ability for self-direction, organization, project and time management;
- Exceptional attention to detail, nuance, sensitivity and assurance of accuracy in communicating health and medical information;
- Design/video production skills are an asset;
- French/English bilingualism is an asset.

Technical Requirements:

- Advanced knowledge of social media platforms (Twitter, Facebook, Instagram, LinkedIn, Pinterest, YouTube);
- Knowledge of WordPress an asset;
- Experience working with CRM systems, online surveys, Google Analytics and social media management platforms;
- Experience working with Adobe Creative Cloud programs is an asset.



Details & Application

This is a full-time position (37.5 hrs/wk) with a salary range of \$50,000-\$60,000, plus benefits and vacation. As a member of the SKIP team, you will have access to a RRSP and a comprehensive benefits plan. The Communications Specialist will be based at the SKIP Administrative Centre located on the Dalhousie campus in Halifax and collaborate with colleagues from SKIP Hubs and partners located across Canada. The SKIP team currently has a hybrid model of working in-office and at home

How to Apply

1. Submit applications via [this online form](#)
2. **Apply by 11:59pm Atlantic on Friday, July 8th, 2022.**

We thank all applicants for their interest, however, only candidates selected for an interview will be contacted. Candidate screening will begin in July 2022 and will continue until a successful candidate is found.

We encourage applications from Indigenous persons, persons with a disability, racially visible persons, women, persons of a minority sexual orientation and/or gender identity, and all candidates who would contribute to the diversity of our community.

Candidates must be legally permitted to work in Canada.

To learn more about SKIP, visit kidsinpain.ca