



THE EASTERN REGIONAL HEALTH AUTHORITY

POSITION DESCRIPTION

1. JOB TITLE MANAGER-CORPORATE COMMUNICATIONS	2. DIVISION HEAD OFFICE	3. DEPARTMENT CORPORATE COMMUNICATIONS
4. ORGANISATIONAL RELATIONSHIP The Manager-Corporate Communications will report to the Chief Executive Officer.	5. NATURE & SCOPE The Manager-Corporate Communications is responsible for creating, implementing and overseeing communication programmes that effectively describe and promote the organization and its products and services, through the implementations of appropriate communication strategies to ensure that a positive image of the Authority is maintained.	
6. SPECIFIC ACCOUNTABILITIES The Manager-Corporate Communications: ❑ Conducts research and analysis of the issues and opportunities which exist within the various internal and external publics and interpret these issues and opportunities to Senior Management. ❑ Prepares and drafts speeches for the Managers/Chairman/Chief Executive Officer as required. ❑ Designs public relations strategy, which integrates policy, objectives, required activities and communication techniques. ❑ Gathers information and appropriate corporate statistics using a variety of techniques. ❑ Adapts content for the Web, for print publications and other communication vehicles, and verifies corporate information before it is disseminated. ❑ Manages projects or tasks as requested by the Chief Executive Officer. ❑ Evaluates the impact and effect of the public relations strategy on target publics. ❑ Participates in meetings to plan the Communication activities, reports on these activities and help determine timetables for activities and projects. ❑ Monitors media and be available for media calls and follow ups as needed ❑ Pro-actively identifies and develops media opportunities. ❑ Oversees the budget of the Corporate Communications Department. ❑ Coordinates issuance of the Authority’s newsletter. ❑ Prepares the Authority’s communication plan. ❑ Develops appropriate policies and procedures to guide communication with internal and external publics. ❑ Monitors the information as communicated on the Authority’s website. ❑ Works in collaboration with the health care team to provide technical support to aid in health promotion and health education activities. ❑ Facilitates the performance management process for all subordinate staff. ❑ Performs any other related duties by the approved Authority.		
7. KEY KNOWLEDGE, SKILLS AND ABILITIES ❑ General knowledge of current national and international Science & Technological issues, challenges and opportunities. ❑ Significant experience in providing communications services. ❑ Skilled in Event Planning and Management. ❑ Excellent communications skills, both written and oral. ❑ Effective presentation skills. ❑ Strong interpersonal skills. ❑ Ability to research, develop and write communication plans and provides communications advice to senior management and clients. ❑ Ability to research and write high-quality media relations’ products and materials. ❑ Ability to handle multiple projects simultaneously and deal with a wide variety of personalities.		

8. MINIMUM TRAINING AND EXPERIENCE ☐ Bachelor of Science in Mass Communications/Public Relations. ☐ Minimum of five (5) years experience in a similar position. ☐ Demonstrated experience in planning and implementing communications programs, products and activities. ☐ Computer Literate in Microsoft Office Suite. ☐ Post graduate training would be an asset. ☐ An equivalent combination of training and experience.
9. SUPERVISORY RESPONSIBILITIES ☐ Corporate Communications Officer ☐ Junior Administrative Assistant
10. COMMUNICATION AND WORKING RELATIONSHIP Internal: ☐ Chief Executive Officer ☐ General Manager-Finance ☐ General Manager-Human Resources ☐ Management Team ☐ All Heads of Department/Line Managers ☐ Staff of the Quality Department External: ☐ Ministry of Health ☐ Other Regional Health Authorities ☐ Private Health Care Providers