



**Job Title:** Community Manager – Canadian Task Force on Preventive Health Care

**Work Type:** Part-Time (Approximately 17.5 hours per week), Temporary

**Length of Temporary Assignment:** 12 months (with the possibility of extension subject to funding)

**Site:** Lady Davis Institute of the Jewish General Hospital, Montreal. Applications from candidates who can work remotely may also be considered.

**Salary:** Commensurate with experience and qualifications.

**Start date:** Spring 2019

**Please send cover letter, resume/CV, and a relevant work sample (including at least one social media handle) to [ctfphc.admin@mcgill.ca](mailto:ctfphc.admin@mcgill.ca)**

The Canadian Task Force on Preventive Health Care is a group of primary healthcare experts from across the country who develop evidence-based clinical practice guidelines on topics such as breast cancer screening, lung and prostate cancer, among others. Task Force recommendations apply to a variety of clinical preventive health services delivered by Canadian primary care practitioners. The Task Force is supported by the Global Health and Guidelines Division of the Public Health Agency of Canada, Evidence Review and Synthesis Centres from the University of Ottawa and the University of Alberta, and the Knowledge Translation Team from St. Michael's Hospital in Toronto. For more information about the Task Force, visit [www.canadiantaskforce.ca](http://www.canadiantaskforce.ca).

The Task Force is currently looking for a bilingual (French/English) Community Manager to join our dynamic team in a part-time role. The Community Manager will work closely with the Task Force Communications Strategist and the Knowledge Translation team to expand the Task Force's online presence, to increase awareness of the Task Force's guidelines and tools, and to engage with doctors, nurse practitioners, other stakeholders, and the Canadian public.

We are seeking an individual who will act as an online ambassador and who is excited about building relationships. The ideal Community Manager will help to develop a consistent digital identity for the Task Force, will create and curate content for electronic communications (e.g. social media, newsletters), and will implement strategies to both maintain and expand the Task Force online presence. The position requires strategic thinking, collaboration with stakeholders in both official languages, and the ability to work with virtual teams and independently.

#### **DUTIES & RESPONSIBILITIES:**

The duties and responsibilities of the Community Manager include, but are not limited to:

- Develop a consistent digital identity for the Task Force, including the development of brand/visual identity guidelines for use across online platforms linked to the overall communications strategy
- Identify relevant opportunities for Task Force to expand its online and social media presence and recommend strategies to improve social media engagement and online reach



- Maintain an active presence on existing Task Force social media accounts (e.g. Twitter) and implement a social media strategy to increase engagement and followers
- Create communications content for existing digital channels (e.g. email newsletters, website content) to engage with knowledge users and build awareness of the Task Force brand
- Track and analyze social media impact metrics and other indicators of online engagement for inclusion in analytical reports and evaluations
- Track, analyze, and report on media coverage related to Task Force
- Strategically Identify new opportunities to build relationships with stakeholders, engage with the media when appropriate, and connect with new audiences
- Create and manage other digital projects as required

#### QUALIFICATIONS AND SKILLS:

- Post-secondary education in Communications, Marketing, Health Policy, Public Health, or other related discipline required
- 3+ years of experience in communications, marketing, or health field required
- Fluency in both English and French required (reading, writing, and speaking)  
**Note:** A written and oral assessment of proficiency may be required
- Proficiency with Microsoft Office suite and Google Analytics required
- Demonstrated experience with web Content Management System (e.g. WordPress or similar), social media management tools (e.g. Hootsuite or similar), email marketing programs (e.g. MailChimp or similar) and graphic design tools (e.g. Adobe CS or similar) very desirable
- Experience in managing social media and/or digital marketing campaigns, and strong knowledge of best practices
- Ability to work with data and analytics to examine trends and optimize performance an asset
- Experience with community outreach or project management an asset
- Proven ability to prioritize and to manage multiple projects simultaneously
- Eagerness to tackle challenges, take ownership, and find creative solutions to problems
- Experience working collaboratively and/or in a virtual team environment an asset