Director of Public Relations

Corporate Communications
Permanent, Full-Time

The Position:
The Director of Public Relations is a member of the senior management team of Eastern Health and leads Public/Media Relations within the province's largest, highly complex and most diverse regional health organization which delivers services across the full continuum of health care at multiple sites, in multiple communities. The position, reporting to the Vice-President of Corporate Communications, ensures the organization's communications are timely, accurate and effective. The position works collaboratively with the Director of Employee Communications to develop and execute Eastern Health's communication strategy with internal and external stakeholders and to raise awareness and understanding of the mission, vision and values of Eastern Health. The director has specific responsibility for: strategic communications planning and advice; issues management; media relations, monitoring and analysis; corporate consultation and support; government/stakeholder relations; and emergency/crisis communications planning.

Qualifications:
The successful candidate should have a bachelor's degree in communications, public relations, journalism, or a degree in a relevant field and have at least five to 10 years of progressive management experience working in public/media relations and communications at a senior level and working with many stakeholders including government. An understanding of the health care system is preferred. Proven leadership qualities, exceptional communications skills and the ability to function effectively in a highly intense, fast-paced environment are considered essential. Candidates who feel they possess an equivalent combination of experience, training and personal attributes are encouraged to apply.

Salary: In accordance with the HAY Management Plan
Competition #: 2012002391

To apply for the above position, please forward resume stating qualifications, experience, references and the appropriate competition number, to the undersigned, on or before July 27, 2012:

Human Resources Client Services – Recruitment
Eastern Health – Administrative Office
Waterford Bridge Road, St. John's, NL A1E 4J8
Fax: (709) 777-1303
Email: employment@easternhealth.ca (Microsoft Word format only)

Eastern Health is a Smoke Free Environment. We thank all applicants for their interest, however, only those selected for interview will be contacted. A satisfactory record of work performance is required for all positions. **The successful candidate will be required to submit a satisfactory certificate of conduct from the RCMP or Local Police. Please visit our website at www.easternhealth.ca.**