

Vacancy

Position Title: Communications Officer
Current Program: Communications
Position Available: ASAP
FTE: 1.0
Position Category: Temporary, Full-time
Up to October 2, 2026
Reports To: Manager, Communications
Union: CUPE (Local 1602 – LHKPR)
Wage: \$70,660 - \$78,686 annually
\$38.82 - \$43.23 per hour
Office(s): Port Hope
Posting ID: 25-7055-B

Position Summary:

The Communications Officer is responsible for assisting with the development and maintenance of the Health Unit's communications program. The Communications Officer will work with the Manager, Communication Services to provide strategic media relations advice in response to media inquiries; assist in the development of potential story ideas; write feature articles for target markets and produce support materials for the media.

Duties and Responsibilities will include:

Administration and Human Resources

- Assists in providing cost quotes for communication strategies and advertising campaigns
- Provides timely and complete job and financial progress reports as requested
- Assists in the maintenance of a current media listing
- Responsible for collecting and distributing to staff daily media links and updates
- Works in accordance with the National Standard of Canada for Psychological Health and Safety in the Workplace
- Consults with the Chief Nursing Officer on matters related to professional practice
- Provides administrative support for responsibilities such as the distribution of advertising, development of ad hoc cost charts

Professional

- Provides leadership, expert information and advice to the Director, Management Committee, Health Unit staff, community partners and the general public regarding assigned program areas.

Haliburton

Box 570
191 Highland Street, Unit 301
Haliburton, ON K0M 1S0

Lindsay

108 Angeline Street South
Lindsay, ON K9V 3L5

Peterborough

Jackson Square
185 King Street, Box 301
Peterborough, ON K9J 2R8

Port Hope

200 Rose Glen Road
Port Hope, ON L1A 3V6

- Maintains competency by attending appropriate continuing education workshops, conferences and seminars, through private study and/or participation in networks as approved by the Director, and in accordance with Regulated Health Profession Legislation as applicable.
- Maintains effective working relationships with Health Unit staff and personnel of other community agencies.
- Liaises with Ministry Consultants, elected and appointed Officials, other health units, provincial organizations, and other agencies in consultation with the Director.
- Represents the Health Unit, division and/or assigned program areas on committees, boards and task forces as appropriate and as approved by the Director.

Professional

- Provides consultative support to Health Unit programs, staff, and committees on the development of communication materials
- Provides input and suggestions on communications strategies to Health Unit staff
- Provides input, training and consultative support to Health Unit staff responding to media inquiries
- Develops and maintains a strong working relationship with media in the surrounding area
- Keeps abreast of trends in both print and broadcast media
- Maintains professional competency by attending appropriate continuing education workshops, conferences, seminars, and through private study

Financial

- Provides timely and complete financial progress reports on projects and advertising as requested

Program

- Assists in the writing and editing of copy used in the production of Health Unit publications and products, including newsletters, pamphlets, brochures, media advisories, advertising campaigns, workshop materials, social media posts, blogs and newspaper columns
- Assists in the development and maintenance of editorial content of the Health Unit's on-line communication vehicles, including the website and intranet
- Assists in the costing, selection and co-ordination of projects done by out-of-house design, print and production companies
- Assists in the development and production of Health Unit promotional videos as required
- Assists in the development and production of advertising/promotional campaigns, and supporting materials
- Assists in the negotiation of contracts for cost-effective paid advertising
- Provides website support, as required
- Organizes or provides assistance in the co-ordination of special events
- Photographs/videotapes Health Unit staff, events and programs for use in promotional

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materials

- Responds to public inquiries for information
- Participates in continuous quality improvement initiatives as assigned
- Participates in the implementation of the emergency preparedness and response plan as assigned
- Complies with the Provincial Infectious Diseases Advisory Committee's relevant best practice documents

Other

- May assist with graphic design projects using Adobe Creative Suite
- Assumes other duties as assigned by the Manager, Communication Services
- Uses initiative and creativity to complete projects in a timely, cost-efficient method
- Seeks direction and intervention from Manager, Communication Services when errors result from inappropriate recommendations or decisions
- Assists in the identification and elimination of health hazards in all assigned areas
- Does occasional physical activity with frequent long periods of visual and/or auditory concentration

Qualifications:

Education

- A post-secondary degree or diploma in corporate communications, journalism, public relations or marketing
OR
- The equivalent education and/or experience as determined by the Director, Corporate Services

Experience

- Experience in planning and developing advertising/promotional campaigns for diverse populations
- Experience in developing communication strategies for diverse populations
- Ability to develop and implement communication strategies and vehicles for a wide variety of target groups with varying levels of budget
- Excellent writing, editing and verbal communication skills
- Experience in media relations and media advocacy
- Experience in photography/videography
- Experience with website design and maintenance
- Ability to research and provide comprehensive reports
- Ability to work with senior management, media, elected officials and members of the

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public in a diplomatic and tactful manner

- Graphic design skills and experience with the Adobe Creative Suite is considered an asset
- Attentive to detail and deadlines and an ability to balance multiple tasks
- Ability to apply innovation and creativity to all projects
- Ability to work as part of a team
- Ability to be a self-starter who can work independently
- Excellent computer skills that includes experience with programs such as Microsoft 365, Outlook and WordPress

Other

- Knowledge of the OPHS
- Valid Ontario driver's license and access to a vehicle
- Current and satisfactory Criminal Records Check and Vulnerable Sector Check
- Proof of immunizations required by HKPRDHU
- Satisfactory completion of probationary period (6 months)
- Demonstrates critical thinking and decision-making skills
- Demonstrates customer service and interpersonal skills at a level to develop and maintain cooperative/collaborative working relationships both within and outside the organization
- Excellent time-management skills with the ability to prioritize workload and meet deadlines with the ability to deal with multiple demands
- Excellent written communication skills with attention to detail and accuracy
- Excellent organizational and administrative skills and the ability to work independently and in a team environment
- Demonstrates initiative consistently with a commitment to quality and process improvement

How to Apply:

- Apply in writing via email to: jobs@hkpr.on.ca.
- Include your name, the position classification, and the posting ID in the email subject line.
Example: **"Jane Smith, Safe Water & Vector-Borne Disease Student, 25-6008-B"**
- Attach a single file (doc, docx, or pdf), including your cover letter and resume, which addresses the qualifications noted above.

Lakelands Public Health is committed to meeting the needs of persons with disabilities under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA) Standards. Accommodation will be provided throughout the recruitment process at the request of the applicant.

Please note that only applicants to be given further consideration will be contacted for an interview.

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Applications to be received no later than: Tuesday, October 14, 2025 at 4:30 pm

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