



## Vacancy

### Health Promoter Specialist - Communications

Immediately

Temporary, Full-Time (1.0 Full Time Equivalents (FTE))

For a period up to November 1<sup>st</sup>, 2024

Salary: \$42.92 to \$51.58

Posting ID: 24-3002-IE

#### 1. Summary of Duties:

The Health Promoter Specialist provides research and analysis, project leadership and strategic advice using a broad public health perspective and specialized knowledge of health promotion strategies, including but not limited to: advocacy/healthy public policy; data collection/analysis/interpretation/translation; health equity; program planning, improvement and evaluation; social marketing/communications, including media relations and developing strategic communication campaigns.

The Health Promoter Specialist provides expert guidance to staff across program divisions and to management to meet organizational goals, and may act as a coordinator, consultant or resource to ensure health promotion best practices are applied.

#### 2. Minimum Qualifications and Position Requirements:

- Demonstrates all the knowledge, skills and/or abilities necessary for the practice of health promotion as outlined in the Pan-Canadian Health Promoter Competencies in the areas of:
  - Health Promotion Knowledge and Skills
  - Situational Assessments
  - Planning and Evaluating Health Promotion Action
  - Policy Development and Advocacy
  - Community Mobilization and Building Community Capacity
  - Partnership and Collaboration
  - Communication
  - Diversity and Inclusiveness
  - Leadership and Building Organizational Capacity;
- Strong knowledge in qualitative and quantitative data collection methods and analytical skills including critical appraisal and appropriate use of evidence informed decision-making;
- Knowledge and experience in developing search strategies and assessing, determining relevance, critically appraising and analyzing evidence;
- Demonstrated ability to apply advanced knowledge of public health and/or technical knowledge related to assignment/area of focus;
- Demonstrated ability to work in an interdisciplinary setting with a variety of management levels and corporate, community, provincial and federal stakeholders;
- Ability to work with a high degree of independence with minimal supervision and competence to establish priorities and balance multiple projects;
- Demonstrated ability to think critically at a systems level;
- Experience in informing policy development;

- Advanced written and verbal communication skills with demonstrated ability to synthesize complex information for a variety of audiences;
- Strong facilitation, project management, partnership/collaboration, planning, problem-solving and organizational skills;
- Computer proficiency (Microsoft Office) and a demonstrated ability to learn new software Programs;
- A Master's Degree in Public Health, Health Promotion or related discipline or a combination of Master's Degree with demonstrated equivalent work experience;
- Three (3) years of Public Health experience in Health Promotion, and;
- Demonstrated experience or additional competency in related assignment/focus area.

### 3. Program Assignment Requirements:

Demonstrated knowledge, expertise and experience related to:

- supporting Peterborough Public Health staff, including members of the management team, to understand strategic communications needs and develop resources to advance major communications initiatives across the organization;
- ideation and co-development of tailored communications campaigns that are highly adapted to audience needs;
- effectively leveraging a digital-first approach to achieve maximum reach and impact;
- writing and developing materials, and using the most effective channel mix to disseminate public health information to a range of audiences;
- establishing and tracking metrics that outline communications performance and support quality improvement, and;
- supporting public relations and establishing strong relationships with media and other stakeholders.

### 4. Preferred Qualifications:

- 5+ years demonstrated experience in communication strategy leadership, development and implementation.

### 5. How to Apply:

- Apply in writing via email to: [careers@peterboroughpublichealth.ca](mailto:careers@peterboroughpublichealth.ca)
- Include your name, the position classification, and the posting ID in the email subject line:
- Example: "Jane Smith, Public Health Inspector, 24-4001-IE"
- Attach a single file (doc, docx, or pdf) including your cover letter and resume, which addresses the qualifications noted above.

Peterborough 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 hiring process at the request of the applicant.

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

### Applications to be received no later than:

Monday, April 29<sup>th</sup> 2024 at 4:30pm