



Ontario
Chiropractic
Association

We're building our team to advance the chiropractic profession in Ontario. We're recruiting for a full-time **Senior Communications Specialist**. If you are excited by this opportunity, we want to hear from you.

Seize the opportunity to learn and grow in a small and high-performing team; and have direct responsibility for key projects. This is a great opportunity to expand your experience and build your career.

Organization: Ontario Chiropractic Association (OCA) <https://www.chiropractic.on.ca/>

Position: Senior Communications Specialist, full-time permanent

Location: 70 University Ave., Suite 201, Toronto ON M5J 2M4

Close: June 9, 2023 (11:59 p.m.)

The role of the **Senior Communications Specialist** is to promote, position and protect the chiropractic profession and the Ontario Chiropractic Association (OCA) brand by developing and executing multiple communication strategies, plans and events in support of the OCA's strategic and communication priorities.

Specifically, you will:

- Research, write, and edit engaging content to advance the value of chiropractic care
- Translate complex ideas into succinct communications for target audiences
- Develop communication plans to support organization-wide initiatives and manage implementation details of approved communication strategies.
- Lead integrated communications for member-focused and external events, such as OCA's annual awards gala, tradeshow, and presentations to chiropractic students.
- Build strong relationships with key stakeholders, including OCA members, partners, patients and subject matter experts to inform content and deliver effective communications
- Draft, edit, format and publish high-profile member communications on behalf of the association, particularly via weekly ebulletin
- Collaborate with chiropractic members to develop compelling, patient-targeted blog posts
- Research and develop patient experience stories and other website content to optimize our relationships, achieve web traffic objectives and promote the positive impact of chiropractic care to patients, health care practitioners, media and decision-makers
- Support integrated marketing communication campaigns in paid, earned, social and owned media channels
- Monitor and highlight relevant news stories, as well as external health care communication trends to address issues and embrace opportunities.
- Provide communications support for issues management, stakeholder relations, media relations, marketing and other strategic communications across the organization.

- Work within the OCA brand and voice guidelines, as well as Accessibility for Ontarians with Disabilities Act (AODA) requirements to champion the chiropractic profession and the OCA, ensuring quality and consistency.

Required Skills and Experience

Essential:

The preferred candidate will have a bachelor's degree/diploma in communications, public relations, journalism, marketing or equivalent with the following skills, experience, and abilities:

- Minimum of five years of experience working in strategic communications
- Excellent verbal and written communication skills, including the ability to write content that's concise and engaging to varied target audiences; you have experience pivoting between formal and conversational writing for varied applications, such as briefing notes, speeches, presentations, newsletter articles, news releases, social media posts and website articles
- Excellent interviewing and storytelling abilities across multiple platforms; you know how to interview subject matter experts, as well as patients, to develop compelling content that you can adjust for the audience, application and platform
- Experience and passion for planning, managing logistics and details to ensure small to large in-person and virtual events run smoothly
- Familiarity with media landscape (i.e., top tier outlets, health reporters) with experience pitching to reporters and media monitoring
- Experience developing and formatting digital content for email marketing content, websites or social media posts to achieve measurable business objectives
- Interest in and knowledge of the health care field
- Ability to work collaboratively and take accountability for project deliverables
- Solutions-focused, detail-oriented and results-driven

Ideal:

- Experience in health care or association management
- Experience using Mailchimp or a comparable email marketing platform and knowledge of how to use it to develop newsletters
- Familiarity with data analytics and search engine optimization (SEO)
- Familiarity with AODA requirements, particularly for digital platforms
- Demonstrated commitment to colleagues, your employers/clients and your personal career development

Are you excited by this opportunity?

Consider this outstanding opportunity to help expand chiropractic care for Ontarians. If you want to make a difference while building your career, submit your résumé and cover letter to Alison Smiley, Administrative Coordinator, at asmiley@chiropractic.on.ca by **June 9, 2023**. Qualified candidates will be contacted by June 14, 2023 to schedule an interview.

About the Ontario Chiropractic Association (OCA)

Established in 1929, the OCA has more than 3,800 members and represents 80 per cent of the chiropractors in Ontario.

The OCA serves its members and the public by advancing the understanding and use of chiropractic care. It provides a range of programs, services and initiatives to help its chiropractic members and partners deliver quality patient care and improve Ontario's health care system.

It is the fourth largest chiropractic association in the world, by membership. Chiropractors are one of the fastest growing segments of registered health professionals chosen by Ontarians.

Work Culture and Environment

Conveniently located in downtown Toronto, near Union Station, the OCA offers a flexible, hybrid work culture, in a supportive and collaborative team environment with a modern office, complete with sit/stand desks. Employees enjoy competitive compensation, on-site leadership development and benefits, including a health spending account.

OCA Mission and Vision

Our Vision - Thriving Chiropractors, Healthy Ontarians

Our Mission - Inspiring leadership to help chiropractors proudly serve Ontarians