



## Job Description

**POSITION:** **Coordinator, Media and Public Affairs**  
**Coordonnateur(rice), Médias et affaires publiques**

**REPORTS TO:** Assoc Executive Director, Communications & Strategic Priorities

The Coordinator, Media and Public Affairs is the first contact with print, broadcast and digital journalists, and the social media 'voice' of the CPS. This position requires someone at ease with traditional and social media, and with an interest in health information, sound judgment and critical thinking.

### RESPONSIBILITIES

#### Media relations

- Answer daily inquiries from national and regional media and liaise with CPS volunteer spokespeople to arrange interviews.
- Develop and maintain relationships with key health journalists (print, broadcast and online).
- Research and write news releases, media advisories and background materials, as needed. Coordinate review and approval by subject-matter experts.
- Post media materials on CPS website, using content management system
- Coordinate release of materials and follow up with journalists to encourage coverage.
- Support volunteer spokespeople with media training as needed
- Develop key message and Q+A documents for CPS spokespeople
- Coordinate media relations for CPS events, including the annual conference.
- Maintain awareness of topical child health and related public policy issues, of trends in coverage, and of who's who in health reporting.
- Monitor and report on media coverage regularly.
- Recognize and thank CPS spokespeople

#### Digital and social media

- Develop, write and share content, and upload materials daily to Facebook and X (@CanPaedSociety, @SocCanPediatrie, @Caringforkids, @CanPaedsJournal)
- Work with colleagues to promote CPS products, services, and events on social media
- Prepare graphics to recognize CPS award winners for use on social media.
- Monitor and report on social media metrics regularly.

### **Member communications and public affairs**

- Write and disseminate monthly e-newsletter to CPS members: receive submissions from other CPS staff, write/edit items, prepare newsletter for review, disseminate electronically to members
- Monitor and report on usage data for member newsletter
- Answer inquiries from the public via e-mail or phone, when appropriate
- Contribute to overall communications with (for example) contributions to print newsletter and/or blog.

### **Qualifications**

- Post-secondary education/training in communications, public relations or related field
- 2 years related experience, preferably in a voluntary sector organization
- Experience in national media relations.
- Experience in social media marketing, including integrating content across multiple distribution channels.
- Experience with social media tools, eg., X, Facebook, LinkedIn and HootSuite
- Basic Canva skills would be considered an asset.
- Experience using a content management system would be an asset.
- Solid written English communication skills
- Fluent conversational French

**Apply with a cover letter (ESSENTIAL) by August 30, 2024 to HR@cps.ca**

*Last updated: July 2024*