Canadian Paediatric Society / Société canadienne de pédiatrie

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 voice of the CPS on social media. This position requires a creative approach to social media, an interest in health information, initiative, sound judgment and critical thinking.

RESPONSIBILITIES

Media relations

- Respond to 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)
- Coordinate 4 to 6 news releases a year
- Support volunteer spokespeople with individual or group media training
- Conduct interviews with subject-matter experts to create short videos for social media
- 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
- Post materials on CPS website

Digital and social media

- Develop and implement a CPS social media plan with goals, objectives, tactics, and metrics
- Develop, maintain and continuously improve a calendar for CPS social media channels, including Facebook, LinkedIn and Instagram
- Enhance content with original graphics
- Work with colleagues to promote CPS products, services, and events
- Create short videos—using images and video recorded with health professionals—for use on social media
- Develop ideas for social media campaigns to support key health messages
- Develop and implement a plan to promote CPS podcasts
- Monitor and report on social media metrics

Member communications and public affairs

- Write and disseminate monthly e-newsletter to CPS members
- Monitor and report on usage data for member newsletter
- Monitor public email inbox: Respond or forward to messages as 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 creating content for and posting on social media platforms
- Skills in Canva or other graphic creation and video editing tools.
- Experience using a content management system would be an asset.
- Solid written English communication skills
- Fluent conversational French

This post is for an existing vacancy. ***Apply with a cover letter (ESSENTIAL) by December 4, 2026 to HR@cps.ca***

Last updated: November 2026