



Hay River Health & Social Services Authority | Administration des services de santé et des services sociaux de Hay River
37911 MacKenzie Highway | 37911, route MacKenzie
Hay River, NT X0E 0R6

Job Description

IDENTIFICATION

Position Number	Position Title	
X-02-02-EXEA-1010	Executive Assistant, Marketing and Communications Coordinator (EA)	
Department	Position Reports To	Site
Executive	Chief Executive Officer	Hay River Regional Health Center

PURPOSE OF THE POSITION

The Executive Assistant (EA) provides a full range of highly skilled administrative support services such as analytical, public relations, marketing, communications and designated research support to the Chief Executive Officer and Public Administrator of the Hay River Health & Social Services Authority (HRHSSA). The EA also maintains an effective communication strategy and marketing plan, and provides a direct linkage between the HRHSSA and the Hay River Hospital Foundation Board. The Executive Assistant carries out these functions in accordance with the Authority's policies and procedures, the GNWT Acts and Regulations, and the applicable policies and procedures, best practices and own judgment.

SCOPE

This position may be located at one of the Hay River Health & Social Services Authority (HRHSSA) locations. They include the Hay River Regional Health Center (HRRHC), the Gensen Building, Woodland Manor, Supportive Living Services and/or Náydı Kúę. The HRHSSA is an accredited, integrated health authority that provides the following services: 19 acute inpatient beds (14 Community Support Beds, 1 Family Suite (Palliative), 2 Secure Rooms, 2 Observation beds), Emergency and Ambulatory Care, including dialysis and endoscopy; Midwifery Care and Delivery; 25 Long Term Care beds; Supportive Living Campus, a Territorial campus providing 11 permanent residences; Diagnostic Services (Diagnostic Imaging, Ultrasound, Mammography); Laboratory; Medical and Specialty Clinics including Diabetes programming; Social Programs (Community Counselling, Healthy Families and Child and Family Services) Community Health and Home Care, Rehabilitation which include Physiotherapy, Occupational Therapy and Speech Language Pathology; and a full range of Support Services.

The EA is located at the HRHSSA and reports directly to the Chief Executive Officer. The HRHSSA provides services to Fort Resolution, Enterprise, Kakisa, Fort Providence, Fort Smith, Fort Simpson, Hay River, Hay River Dene Reserve and other northern communities.

This position is the initial point of contact with the public, media, Government departments, health care providers, Health and Social Service Authority's and other government and non-government agencies. This position controls the information flow and is responsible for the re-direction, collection and management of incoming information, and preparation and direction of outgoing information.

In addition, the position is responsible for maintaining a variety of statistical information for the Chief Executive Officer on a monthly and adhoc basis.

RESPONSIBILITIES

- 1. Provides highly skilled administrative support to the Chief Executive Officer and Directors, along with the Public Administrator, to ensure the efficient operation of the Executive Offices.**
 - Independently or in cooperation with others, researches and develops correspondence, presentations, reports, protocols, policies and procedures for the Public Administrator, Senior Management Team, Government, and/or other outside agencies.
 - Organizes documentation and makes arrangements for public consultation meetings, training and workshops, annual general meetings and special meetings of the Public Administrator.
 - Updates and maintains the HRHSSA Corporate Bylaws, Governance Policies and Medical Staff Bylaws, Rules and Regulations.
 - Handles administrative inquiries from other agencies; such as, Health Authorities, Government departments, general public, internal staff, clients, etc.

- 2. Provides highly skilled administrative services and support to the Chief Executive Officer and the Public Administrator in accordance with policies and procedures, best judgement/own initiative and direction from the Chief Executive Officer to ensure the efficient operation of the Executive Offices.**
 - Researches issues and prepares reports on topics of interest to the Chief Executive Officer, the Medical Director and the Public Administrator.
 - Manages incoming calls, visits and appointment schedule for Chief Executive Officer.
 - Prepares, enters and submits all payroll data efficiently and accurately for the positions of Chief Executive Officer, Director of Finance, Director of Social Programs, Director of Client Services, Manager Quality and Risk and the Executive Assistant.
 - Assists with the establishment and ensures the maintenance of the Executive Office records management system.
 - Makes travel arrangements, establishes itineraries, completes financial documentation and processes travel claims for the Chief Executive Officer.
 - Provides administrative support to the members of the Senior Management Team as required.
 - Processes and codes invoices, and has signing approval for the following budgets: Board of Trustees, Executive Offices, General Administration, and Marketing and Communications
 - Manages Marketing and Communications budget
 - Processes mail and facsimiles for the Executive Offices.
 - Provides a direct linkage between the HRHSSA and the Hay River Hospital Foundation by providing administrative support to the Chairperson and/or the HRHSSA Chief Executive Officer as required.

3. Provides highly skilled administrative services and support to various internal committees in accordance with Organizational policies and procedures and individual committee terms of reference.

- Prepares the meeting notification, agenda, correspondence and minutes, and is the recording secretary for the Senior Management Team, Management Team, Ethics Committee, Pension Council, Quality and Risk Management Committee and any other committees as determined by the CEO.
- Prepares the meeting notification, agenda, correspondence and minutes, and is the recording secretary for internal committees on an ad hoc basis.
- In conjunction with the Human Resources department, purchases all employee retirement gifts and organizes farewell events, in accordance with the Retirement Policy.

4. Responsible for the Communications and Market Branding of the HRHSSA

- As formally appointed Marketing and Communications Coordinator, the EA provides a direct link to the media on behalf of the HRHSSA; reviews and approves all outgoing messaging for the Organization such as advertising, public notices, articles, etc.; is notified and approves all media interviews for the HRHSSA; ensures all Organizational messaging is consistent in both format and accuracy; manages the internal closed circuit information screen; and assists with proofreading and editing for those drafting both external and internal messaging.
- Write content for both print and Web including the HRHSSA website, brochures, and newsletters.
- Plan and implement the HRHSSA communications strategy.
- Organizes quarterly stakeholder meetings for the CEO and Public Administrator.
- Monitor the company's social media and online presence.
- Organize and direct promotional events.
- Recommend and implement approved techniques to improve the HRHSSA's public image.
- Make sure that all promotional and marketing materials meet the HRHSSA's brand identity strategy and DHSS requirements.
- Identify and resolve any issues with promotional content in a timely and professional manner.
- Serve as point of contact for media and public questions.
- Assess and report on the effectiveness of communication strategies.
- Works with the CEO, the Senior Management Team and the Public Administrator to keep the communication plan current, serving as the Marketing and Communications Coordinator for various communications projects such as the Annual Report.
- Manages the public website for the HRHSSA and works directly with Managers, Supervisors and the webhost to maintain the site, and keep it current and engaging.
- Assists in the development and implementation of the HRHSSA Marketing Plan.

5. Manages special projects as delegated by the CEO.

- A variety of projects will be assigned as the need arises. This could include assisting with strategic planning initiatives or policy development. These projects will often have an organizational wide impact.

POSITION ROLE IN CLIENT & STAFF SAFETY:

The HRHSSA is committed to creating a culture of safety throughout the organization. A culture of safety is necessary to provide optimal care to our clients, and a healthy workplace for staff. An organization with a culture of safety is characterized by several elements:

- Client-centered care;
- Healthy workplace;

- Open communication; and a
- Blame-free and accountable environment.

All staff throughout the organization shares the responsibility for client and staff safety by:

- Demonstrating a commitment to safety;
- Complying with safety policies, procedures and best practices;
- Identifying and reporting safety issues; and
- Participating in safety initiatives.

Commitment to Client Centered Care

Recognizing that our clients are the experts for their own lives, the Hay River Health & Social Services Authority (HRHSSA) is committed to support our clients as leaders to accomplish the goals that they have set out for us in their personal care. The (HRHSSA) will endeavor to provide client centered care through the following:

- Involving clients in their care by reducing barriers that may inhibit our ability to help them.
- Providing a culture that will ensure clients have a voice and participate in their own personal care.
- Empowering clients through improving client satisfaction, enhancing the quality of care and ultimately the quality of life for our clients.
- Focusing on the experience of the client from their perspective and listening to their needs.
- Fostering collaboration between the client and organization by working together to achieve our goals.
- Providing continuous dialogue with the clients to ensure that each and every client is seen as a unique individual.
- Ensuring staff are provided with the training and tools required to complete the best job possible.

Criminal Record Check

Employment with the Hay River Health & Social Services Authority is contingent on providing a satisfactory criminal record check including the vulnerable sector check to the Human Resources Office prior to the official start date of a position.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Administrative and secretarial procedures to manage the office and ensure efficient and effective functioning of the Executive Office, CEO, Public Administrator and other groups.
- Hay River Health & Social Services Authority policies and procedures to ensure compliance.
- The NWT health care system and is able to relate to, work with and understand the needs of those working within the system and utilizing the system.
- Working knowledge of research methods in order to participate in a variety of projects, often of a politically sensitive nature.
- GNWT & Department of Health & Social Services' policies and procedures related to marketing, and communications.
- Excellent interpersonal skills, with the ability to interact comfortably, professionally and with enthusiasm with public and staff.

- Ability to record and report detailed employment information and statistics accurately and consistently.
- Excellent knowledge of Hay River, the Northwest Territories and its' communities.
- Ability to communicate effectively, both verbal and written.
- Strong analytical and problem solving skills.
- Ability to complete a number of concurrent tasks in an organized and timely fashion within established time lines.
- Proven ability to work in a team atmosphere.
- Must be able to acquire within a reasonable time frame and remain current with the Non-Violent Crisis Intervention certification.

Skills:

- Advanced computer skills (word processing, spreadsheet, database, presentation, graphics and desktop publishing software), Internet use and research, and e-mail in order to prepare documents and communicate with the appropriate people.
- Excellent written and verbal communication skills to communicate effectively and efficiently.
- Excellent time management and organizational skills to be able to prioritize simultaneous work assignments in an environment where situations change rapidly.
- Project management skills to coordinate and produce projects on time.

Abilities:

- Ability to work with a diverse group of professionals in a team environment
- To work under pressure, handle multiple tasks, meet deadlines while displaying a calm and professional manner.
- To effectively prioritize and manage a workload based on competing demands and deadlines
- Multi-task a variety of on-going and ad hoc projects
- Maintain a high degree of confidentiality
- Motivated, continuous learner
- To work independently with very little guidance and/or supervision
- Solve problems independently
- Strong interpersonal skills
- Cooperative, tactful, professional and maintains confidentiality at all times
- Sensitive to the geographic and cultural diversity of the NWT
- To develop a network of resources within and outside the organization
- To manage conflict situations in a professional manner
- To interact with staff at all levels in a fast paced environment while remaining flexible, proactive, resourceful and efficient with a high degree to professionalism and confidentiality.

EDUCATION AND EXPERIENCE

The knowledge, skills and ability is usually acquired through the successful completion of a recognized two year office administration program or post secondary degree in Business Administration or Communications and five years related administrative and project management experience working in a multi-cultural health care environment. These skills are also acquired through a successful and demonstrated history of senior management experience gained by broad administrative and project management experience working in a health care environment or government setting.

WORKING CONDITIONS

A number of the duties require the incumbent to remain seated and at the computer for prolonged

periods of time which may cause muscle and eye strain. There may be times when the incumbent is requested to remain at the office after hours to complete urgent work or attend a meeting, which may cause fatigue. There is significant amount of computer and telephone work.

Environmental Conditions

The environment is busy and there are often conflicting demands and many distractions. The incumbent must be self-directed and able to work under pressure and exercise sound judgement. The incumbent may be requested to work off site (i.e.: public forums, Executive meetings, etc.) for specific projects.

Sensory Demands

The incumbent will need to proofread outgoing correspondence and will occasionally sign on behalf of the Chief Executive Officer and will thus require excellent accuracy. The position entails extensive use of the computer screen which may cause eye strain. The frequent disruptions in the work environment require a high level of concentration. The interruption of the telephone and urgency of certain calls require excellent hearing and sound judgement regarding decisions.


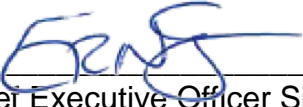
Mental Demands

Under normal working conditions, this position will experience a moderate amount of mental stress, as the incumbent will constantly deal with outside agencies, Government departments and competing internal demands. There will be frequent instances in which the incumbent will face tight deadlines and urgent situations, which significantly increase the level of stress of the position.

CERTIFICATION

Executive Assistant/Marketing & Communications Coordinator

Position Number:

<p>_____ Employee Signature</p> <p>_____ Printed Name</p> <p>_____ Date</p> <p>I certify that I have read and understand the responsibilities assigned to this position.</p>	<p>_____ Chief Executive Officer Supervisor Title</p> <p>_____  Supervisor Signature</p> <p>_____ <i>July 25, 2022</i> Date</p> <p>I certify that this job description is an accurate description of the responsibilities assigned to the position.</p>
<p>_____  Director/Chief Executive Officer Signature</p> <p>_____ <i>July 25, 2022</i> Date</p> <p>I approve the delegation of the responsibilities outlined herein within the context of the attached organizational structure.</p>	

“The above statements are intended to describe the general nature and level of work being performed by the incumbents of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of this position.”

January 2, 2019 – removal of Physician Recruitment, editorial and job duties updated
February 2022- addition of NVCI Training requirement & Náyđı Kúę location update