

JOB TITLE: Director, Communications & Public Relations

Department: Communications
Reports to: Senior Director, Communications

Updated: November 2024
Location: Ottawa, ON

POSITION PROFILE

The Director, Communications & Public Relations at Innovative Medicines Canada (IMC) is responsible for leading communications efforts and elevating the association's public profile. The ideal candidate will play a key role in developing and implementing communication strategies that effectively convey IMC's mission, vision, and key messages to both external and internal stakeholders, including the media, government, industry partners, and the public. Reporting to the Senior Director, Communications, the Director, Communications & Public Relations is a dynamic, strategic, and results-oriented individual with experience in the healthcare, pharmaceutical, and/or public policy sectors.

RESPONSIBILITIES AND TASKS

Strategic Communications Leadership:

- Work with the Senior Director, Communications to develop and execute a comprehensive communications strategy that aligns with IMC's goals, supporting public policy advocacy, industry leadership, and reputation management.
- Act as a senior advisor to the executive team and senior leadership on communications issues, providing strategic guidance and counsel.
- Lead the creation of key messaging, press releases, op-eds, reports, brochures, and other written communications materials.
- Oversee IMC's communications channels, including the website and social media.

Media Relations:

- Build and maintain strong relationships with key journalists, reporters, and media outlets in both the healthcare and business sectors.
- Prepare media materials, including backgrounders, Q&As, and media advisories.
- Proactively identify and manage media opportunities, including interviews, briefings, feature articles, and op-eds.
- Monitor and assess media coverage to measure effectiveness and respond strategically.

Public Relations & Thought Leadership:

- Lead efforts to increase public understanding of industry issues, including developing programs that engage policymakers, stakeholders, and the public.



- Champion innovative ideas and initiatives that position IMC as an industry leader and trusted voice.
- Develop and manage relationships with external partners, including patient organizations, think tanks, and industry associations.
- Identify opportunities to collaborate with people and groups that will enhance IMC's credibility and influence.
- Identify and prioritize events, conferences, and forums where IMC can have the greatest impact.

Internal Communications:

- Oversee the internal communications strategy, ensuring alignment and engagement across all levels of the organization.
- Collaborate with other departments to ensure consistent messaging and effective communication of organizational priorities.
- Manage internal newsletters, memos, and other internal and member communications.

Event Management:

- Plan and oversee events and sponsorships, providing logistical support.
- Support the IMC President with briefing notes, speaking notes, and speeches.

Crisis Communications & Reputation Management:

- Lead communications during critical situations, including issues management, crisis communication, and reputation recovery efforts.
- Develop crisis communication plans and provide real-time counsel to senior leadership on emerging issues.
- Oversee polling, web analytics, and other performance metrics, and prepare reports.

Other:

- Manage and direct relationships with communications consultants.
- Build relationships with peers at member companies to exchange ideas, share resources, and collaborate on mutually beneficial initiatives.
- Liaise with the Director, Digital & Brand to ensure consistent messaging across marketing collateral, including ads, videos, graphics, slide presentations, and signage.
- Other duties as requested by the Senior Director, Communications.

SUPERVISORY RESPONSIBILITY

- N/A



QUALIFICATIONS

Education:

- University or college diploma in public relations, communications, journalism, or a relevant field, or equivalent experience

Experience:

- Minimum of ten years progressive experience in communications and/or public relations.
- Demonstrated experience in strategic communications, media relations, and issues management.
- Demonstrated success planning and implementing innovative public relations campaigns to garner earned media.

Skills:

- Bilingualism (English & French) is mandatory.
- Exceptional writing, editing, and presentation skills, with the ability to tailor messages for diverse audiences.
- Proven track record of collaboration and team orientation.
- Knowledge of the media environment and media processes.
- Knowledge of the Parliamentary Press Gallery (Ottawa).
- Established relationships with members of major national and regional media across the country.
- High level of diplomacy, tact, judgment, and leadership abilities.
- Ability to translate complex subject matter into simple language.
- Ability to write comprehensive reports and documents, demonstrating strong attention to detail.
- Ability to manage several projects simultaneously.
- Strong interpersonal skills and relationship-building abilities.
- Ability to manage well and remain composed in a high-pressured environment.
- Knowledge of the healthcare environment in Canada is a strong asset.