



IDENTIFICATION

Department	Position Title	
Northwest Territories Health and Social Services Authority	Marketing and Promotion Specialist	
Position Number	Community	Division/Region
48-4101	Yellowknife	Talent and Organizational Development/HQ

PURPOSE OF THE POSITION

The Marketing and Promotion Specialist is responsible for the development and implementation of specialized marketing and promotional initiatives focused on health and social services professionals within the Health and Social Services System.

SCOPE

Recruitment and retention of health and social services (HSS) professionals is a constant challenge in the Northwest Territories (NWT) due to many HSS professionals expected to retire within ten years, competition for HSS professionals nationally and internationally, fiscal restraints, socio-economic realities, and the vast geographic remoteness of the NWT. Innovative, well-informed, and targeted marketing and promotional initiatives and programs are essential to ensure the HSS system has the capacity to attract and recruit HSS professionals who can deliver health and social services throughout the territory today and in the future.

The Northwest Territories Health and Social Services Authority (NTHSSA) is the single provider of all health and social services in the Northwest Territories (NWT), with the exception of Hay River and Tłı̨chǫ regions, covering 1.2 million square kilometers and serving approximately 43,000 people, including First Nations, Inuit, Metis, and non-aboriginals. Health and social services includes the full range of primary, secondary and tertiary health services and social services including family services, protection services, care placements, mental health, addictions, and developmental activities, delivered by more than 1,400 HSS professionals.

While the Tłı̨chǫ Community Services Agency (TCSA) will operate under a separate board and Hay River Health and Social Services Agency (HRHSSA) will in the interim, the NTHSSA will

set clinical standards, procedures, guidelines and monitoring for the entire Northwest Territories. Service Agreements will be established with these boards to identify performance requirements and adherence to clinical standards, procedures, guidelines and policies as established by the NTHSSA.

Located in Yellowknife, the Marketing and Promotion Specialist (Specialist) reports to the Manager, Talent Acquisition, and works with colleagues, management, professional organizations, and associations to provide advice, analysis, and support in the development, implementation, and evaluation of creative and proactive marketing and promotional activities designed to improve the recruitment and retention of HSS professionals.

The Specialist holds a key role in the attraction and retention of HSS professionals through the development of marketing and promotional materials showcasing the employment opportunities, benefits, programs, and lifestyle within the HSS System and the Northwest Territories.

RESPONSIBILITIES

1. Develop and implement specialized marketing and promotional initiatives targeting HSS professionals across a multitude of disciplines.

- Researches and assesses appropriate marketing initiatives supporting attraction and retention activities.
- Works with managers to identify marketing strategy needs.
- Analyzes, develops, and designs national marketing, advertising, promotion, and media plans.
- Develops territorial-wide and profession-specific promotional materials for distribution within the HSS System and during targeted recruitment fairs.
- Coordinates with outside Service Agencies for advertising development and promotion work.
- Negotiates contracts for the inclusion of HSS professionals' job postings on related online job boards.
- Negotiate contracts for the inclusion of HSS specific advertisements into different publications and journals that best meet changing recruitment needs.
- Develop, implement, maintain, and update the Practice NWT website and Facebook page, including the creation of original content.
- Leads and manages the creation of promotional items for distribution within the HSS System or at recruitment and student career fairs.
- Manages targeted marketing of HSS professionals through the LinkedIn Recruitment tool.

2. Provides technical marketing expertise in developing marketing and promotion plans to meet identified HSS System goals.

- Provides marketing advice and recommendations for divisional initiatives.
- Identifies gaps and recommends potential linkages in the development and refining of marketing and promotional tools.

- Actively participates in workforce planning and identifies goals and targets specifically for promotion activities.
 - Develops and provides comprehensive HSS profession specific marketing and promotional information as required and requested.
 - Support a consistent HSS System and Northwest Territories Health and Social Services Authority brand, consistent across multiple advertising platforms including the Practice NWT website and Facebook page.
- 3. Analyzes all statistical information and relevant metrics with respect to marketing and promotional activities.**
- Analyzes key performance indicators as they relate to online promotional activities.
 - Provides reports on future trends and new marketing tools.
 - Ensures the maintenance and updating of accurate statistics on the marketing initiatives.
 - Identifies unique outcomes based strategic analytics and performance measurements, as it relates to promotion and marketing statistical information.
- 4. Coordinates HSS System participation in the engagement of marketing initiatives that provide an opportunity to provide information to individuals interested in working in the NWT.**
- Identifies opportunities that meet the HSS System's needs.
 - Negotiates contracts with organizing companies or education institutes for space and advertising.
 - Ensures that HSS System representatives have the materials they need prior to attending activities.
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 - Ensures that all contact information from activities is collected and entered into a database and appropriate follow-up done.
 - Attends recruitment and student career fairs to actively promote the HSS System, as and when needed.
- 5. Provides communications support to the NTHSSA Communication Team on initiatives related to recruitment and retention, to ensure messages are presented in an accurate, coordinated, and effective manner.**
- 6. Collaborates with the Strategic Recruitment Specialist and the Recruitment Program Specialist in the creation and implementation of recruitment programs and strategies.**
- Works with the Strategic Recruitment Specialist to advise on hard-to-recruit positions.
 - Supports the Strategic Recruitment Specialist in analysis and interpretation of marketing and promotion data tracking and metrics.
 - Supports the Recruitment Program Specialist in the implementation of recruitment strategies, and the promotion and marketing of recruitment programs.

WORKING CONDITIONS

Physical Demands

Normal office environment.

Environmental Conditions

Normal office environment.

Sensory Demands

Normal office environment.

Mental Demands

Normal office environment.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of marketing and promotion strategies.
- Knowledge of health and social services recruitment and retention challenges.
- Knowledge of strategic communications, web planning, and web media.
- Ability to acquire and apply knowledge of northern culture and environment and its impact on programs and services.
- Ability to set and organize priorities and manage time.
- Ability to analyze, synthesize, organize, and present completion information.
- Ability to communicate complex information clearly, succinctly, and logically.
- Ability to follow directions, work cooperatively, and collaboratively with others.
- Ability to work effectively with diverse personalities, cultures and interests.
- Ability to develop creative and proactive marketing campaigns directed toward the attraction of health and social services professionals.
- Ability to develop health and social services marketing and promotion strategies.
- Ability to track and analyze key metrics related to marketing and promotion initiatives.
- Ability to anticipate and provide solutions to customer needs.
- Professional writing skills.
- Client service focus and skillset.
- Ability to use computer software and systems.
- Team orientation and ability to effectively collaborate with others.

Typically, the above qualifications would be attained by:

A relevant Bachelor's degree in information management, marketing, or other relevant area with a minimum of three (3) years of experience in marketing, promotions design, and technology solutions.

ADDITIONAL REQUIREMENTS

Position Security

- No criminal records check required
- Position of Trust – criminal records check required
- Highly sensitive position – requires verification of identity and a criminal records check

French language (check one if applicable)

- French required (must identify required level below)
 - Level required for this Designated Position is:
 - ORAL EXPRESSION AND COMPREHENSION
 - Basic (B) Intermediate (I) Advanced (A)
 - READING COMPREHENSION:
 - Basic (B) Intermediate (I) Advanced (A)
 - WRITING SKILLS:
 - Basic (B) Intermediate (I) Advanced (A)
- French preferred

Indigenous language: Select language

- Required
- Preferred