



IDENTIFICATION

Department	Position Title	
Health and Social Services	Health Promotion Multimedia Coordinator	
Position Number	Community	Division/Region
49-15889	Yellowknife	Health Promotion, Office of the Chief Public Health Officer/HQ

PURPOSE OF THE POSITION

The Health Promotion Multimedia Coordinator is responsible for crafting and delivering health promotion information to residents of the Northwest Territories using a range of media including podcasts, social media content, digital, and video storytelling. The position conducts research, writes engaging health promotion content, and delivers it using a range of media and platforms.

SCOPE

Located in Yellowknife and reporting to the Manager of Health Promotion, the Health Promotion Multimedia Coordinator is responsible for developing engaging health promotion resources for public education and engagement, recognizing that people increasingly seek information and learn about their health in the digital sphere.

This position also provides training to stakeholders on how to use these resources to achieve public health goals. The coordinator identifies and develops resources with behaviour change and barrier removal as the goal and customizes the message to the appropriate medium.

The incumbent will be required to work in a variety of community settings as part of the out-of-office work environment. Travel to remote northern communities may involve staying in non-standard accommodation and preparation of one's own meals without a full kitchen necessarily available.



RESPONSIBILITIES

1. Implements audio-visual components of health promotion, education resources, and community engagement tools

- Develops multimedia resources as part of multi-faceted marketing campaigns on health promotion, and access to resources available in the NWT.
- Trains other community-based facilitators on digital health promotion techniques.
- Edits and refines digital stories produced through polysubstance marketing campaigns for reporting and sharing with a wider audience.

2. Develops NWT-specific health promotion content for use on various digital and traditional marketing mediums, in collaboration with health subject experts across the department.

- Researches and writes content on a range of health topics for use on digital and traditional mediums.
- Identifies barriers and obstacles with existing communications and creates resources to address gaps in comprehension.
- Creates digital content on a range of health topics for social media platforms including Instagram, Facebook, Snapchat, TikTok and other digital formats.
- Produces radio promotional advertisements and longer-format informational pieces in Indigenous Languages for use on community radio stations.
- Produces long and short form video content that covers various health topics for use on digital platforms. This can include educational, promotional, and awareness focused campaigns.

3. Implements communication processes and policies and liaises between third party contractors and the GNWT.

- Works with third party communication experts to ensure the correct application of government-wide policies, such as the Visual Identity Policy (VIP) and the *Official Languages Act* to all health promotion materials that are developed.
- Works with third party contractors, such as graphic designers, videographers, or marketing and communication companies, to develop health education/promotion materials and products by overseeing production timelines, reviewing and approving draft materials, and routing materials for review and approvals through the appropriate channels.



WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual conditions.

Sensory Demands

No unusual demands.

Mental Demands

No unusual demands.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of digital media platforms, storytelling techniques, creative platforms, audiovisual editing, and online analysis tools. (i.e. Adobe products related to graphic design and video production, Web Content Management Systems (i.e., Drupal), online analysis tools Google Analytics and Facebook Analytics).
- Audiovisual production knowledge, skilled in audiovisual editing and digital media implementation.
- Knowledge of emerging traditional and digital communication tools and platforms and the ability to adapt them to health promotion.
- Creative copywriting skills for both short and longform digital and traditional media.
- Ability to identify and effectively communicate with a wide range of audiences.
- Knowledge of, and/or the ability to learn Indigenous cultural values and apply these to digital media initiatives and health promotion interventions.
- Knowledge of financial management for producing communications products: obtaining cost estimates, preparing contracts, tracking expenditures, seeking approvals when needed.
- Ability to acquire and apply an understanding of health promotion theory and practice, including the social determinants of health.
- Ability to acquire and apply an understanding of the socio-economic dimensions of substance use in northern communities.
- Facilitation skills and the ability to teach digital media skills to youth.
- Leadership skills, including a sensitivity to cross-cultural working relationships.
- Time management skills for self as well as production sequences.
- Team work skills, with the ability both to delegate and receive direction from others.
- Research skills and the ability to think critically and creatively on how to adapt credited knowledge to health promotions.

- Creativity skills and the ability to assess the potential impacts of images and concepts and to understand how to delicately shift attitudes without isolating groups or individuals.
- Budget planning and management skills to negotiate contracts, monitor expenditures, and ensure high-quality products are received from the producers of various deliverables.
- Ability to communicate effectively with others and adapt a project to incorporate new information or perspective.
- Strategic thinking and ability to integrate multiple themes into one clear and coherent message.
- Ability to create communications with appropriate evaluation tools built in for analysis and future improvement.
- Ability to commit to upholding and consistently practicing personal diversity, inclusion and cultural awareness, as well as safety and sensitivity approaches in the workplace.

Typically, the above qualifications would be attained by:

A Bachelor's degree in journalism, media communications, public relations or related degree, and one (1) year of relevant experience in health promotion and/or community development.

Equivalent combinations of education and experience will be considered.

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