

GlobeStar Systems is a leader in integrated clinical communication. Our cornerstone product, Connexall®, is an award-winning Enterprise grade IoT platform, purpose built for the healthcare industry. Connexall® delivers a customizable suite of integration solutions to meet the unique and specific communications requirements of any organization. Connexall® services over 1,500 healthcare providers around the world, helping customers improve clinical workflow and driving better patient and staff outcomes.

Job Title: Communication Specialist

Type: Full Time

Start Date: Immediate

Location: Toronto

Job Description

Reporting to the Director of Marketing and Corporate Communications, the Communication Specialist will help improve and drive our internal and external communications strategy. The successful candidate will promote a positive public image, control the dissemination of information on Connexall's behalf, work on internal branding programs, organize public relations events, and manage relationships with third party public relations companies. The Communication Specialist will research, write, edit, and deliver digital content through e-communications, websites, and social media channels.

Primary Responsibilities

- Formalize Corporate Communications protocols and guidelines for assessment, creation, approval, and distribution of all printed and digital assets e.g. customer letters, press releases, media calls, corporate sponsorship, social media posts, event messaging, website content, sales collateral, etc.
- Create and distribute internal and external communications, ensuring the highest quality of content accuracy in areas such as product bulletins, press releases, content for company website, memos, newsletters, and executive presentations and speeches, using strategies to engage the target audience.
- Research and determine information that is pertinent to include in communication documents.
- Ongoing review of competitive communication initiatives e.g. website messaging, social media posts, press releases, etc. to measure against Connexall's communication strategy.

- Acquire and maintain detailed knowledge of the company's product, policies, principles, and strategies, and keep up to date with relevant developments.
- Ensure outgoing communications and marketing campaigns support brand development and the values of the company while keeping stakeholders informed and engaged.
- Track analytics and engagement for all marketing campaigns and evaluate results with the Marketing team (e.g. by using Cision email tracking).
- Assist in managing our Social Media channels to help grow Connexall's brand and online presence using Marketing Automation Tools such as HubSpot to schedule and review social media posts.
- Work alongside any PR and media software companies to promote Connexall's brand externally (e.g. Cision).
- Utilize media contacts, outlets, and editorial opportunities database (e.g. Cision Comms Cloud) to cultivate and enhance collaborative working relationships within the press.
- Identify influencers based on value and effectiveness in developing brand (e.g. through Cision Influencer Module).
- Be proactive and stay up to date with real-time media opportunities (e.g. using HARO within Cision Communication Cloud).
- Other duties as required.

Qualifications

- Bachelor's degree in Communications, Public Relations, Marketing, or related field required.
- Minimum of 5 years experience in Corporate Communications, Public Relations, Marketing, or related field required.
- Previous experience in a similar role preferred.
- Excellent command of the Microsoft Office suite (Word, Outlook, PowerPoint, Excel).
- Experience working with HubSpot and related Marketing Automation Tools required.
- Excellent written and verbal communication skills as well as presentation skills required.
- A strong understanding of social media platforms and promotion on these platforms.
- Experience in copywriting, proofreading, and editing.
- Ability to translate technical and healthcare jargon into language and narratives that resonate with a variety of audiences.
- Creative, innovative, and able to communicate in a professional and engaging manner.
- Proficient with communication etiquette.
- Ability to identify target audiences and execute persona-based engagement strategies.

- Must be able to write from various points of view including from the point of view of the customer and the Connexall executive team.
- Highly organized and strong attention to detail.
- Ability to work well with a team, whether in the same location or remote.
- Must be a strategic thinker who is flexible and resourceful at managing competing priorities and deadlines.
- Self-motivated with a proven ability to multitask.
- Experienced in planning, organizing, and promoting corporate events such as tradeshow is an asset.

Benefits:

- Competitive annual salary.
- A rich benefits package, including medical, dental, life, long-term disability insurance.
- RRSP program.
- Vacation.