



Opportunity Profile

Public Relations and Communications Director

August 2023

The Alberta Dental Association (ADA) is the collective voice of dentists in Alberta. The ADA strengthens and supports the dental profession and promotes oral health as an integral part of general health for all Albertans.

The Position

You're a knowledgeable and respected leader, looking for an opportunity to apply your creative energy and talents in helping establish and grow a new health professional association. With a keen eye for detail and commitment to exceptional quality, you are comfortable with taking on diverse new challenges in a fast-paced environment and working as a team to get things done.

Reporting to and working closely with the CEO, the ADA's Public Relations and Communications Director will lead the ADA's public relations and strategic communications activities and outreach. The Public Relations and Communications Director is an ambassador of the ADA, helping nurture relationships with ADA's valued stakeholders, including the public, media, government, advertisers, and vendor partners to benefit the ADA, our members, and patients in Alberta.

The ideal candidate is a natural leader and possesses superior analytical, strategic communications, relationship, and negotiation skills, and is adept with program, budget, and project management.

This is a newly created role. It is a full-time, permanent position, with some flexibility with daily work hours.

Location: Staff of the ADA will work remotely until a physical office space is secured in Edmonton, Alberta. The ability to travel within the province (and potentially nationally), is required.

Salary: Commensurate with experience.

Responsibilities

The Public Relations and Communications Director is a key leadership role with the ADA. Member associations are all about communications, so we are looking for a strong communicator to join our mighty team and take the ADA to the next level! As such, the Public Relations and Communications Director is relentlessly focused on developing, implementing, and evaluating world-class, high-quality communications and public relations initiatives for the ADA in service of our mission. They do this by:

- Leading and managing the ADA's strategic communications, public relations and engagement, social media accounts, and marketing campaigns to ensure the integrity of the ADA and Alberta dentists are maintained.
- Overseeing communications activities of the ADA with both internal (member) and external audiences through various means, including the current website redevelopment.
- Leading the development of the content and production of ADA's newsletter publication, *The Connection*.

- Establishing a proactive media strategy, including relationships with the media, responding to, and seeking out issues related to dentistry and the ADA, media training for ADA spokespersons, and media screening and monitoring.
- Supporting the CEO with government relations efforts, including research and preparation of briefings.
- Developing and implementing public and media relations campaigns for the ADA, including those that are national in scope in collaboration with the Canadian Dental Association (CDA) and other Provincial/Territorial Dental Associations (PTDAs).
- Representing the ADA with the CDA and PTDA Communicators Working Group.
- Assisting the Experience Manager to develop and implement a strategic communications and marketing plan for the annual conference (Alberta Wellness Summit).
- Creating and managing marketing plans for the ADA's programs, services, and educational offerings, in collaboration with the Member Services Director.
- Developing, implementing, and evaluating social media strategies for both the public and members of the ADA, including monitoring responses and for timely communications during critical times, including natural disasters.
- Maintaining awareness of relevant and timely trends, evidence, and initiatives to share with ADA members and stakeholders through environmental and media scanning related to dental and oral health.
- Managing the relationship with the ADA's communications and public relations-related vendors.
- Preparing presentations and scripting for the ADA President, President-Elect, and CEO.
- Writing the script for the Annual General Meeting and ADA sessions at the annual Summit.
- Participating in ADA Board meetings and assigned partner and committee meetings.

Additional Skills & Attributes

- Exceptional written and verbal communication skills; well-developed presentation and facilitation skills (goes without saying!)
- Excellent attention to detail and demonstrated commitment to high-quality work
- Excellent organizational and time management skills; outcomes-oriented
- Very strong relationship-building, diplomacy, and communication skills. Strong interpersonal skills and a passion for delivering exceptional customer service.
- Ability to work in a highly collaborative and self-directed manner; ability to work with a diverse group of professionals.
- Strong project management skills and willingness to lead all aspects (including scheduling and preparing for meetings; recording of minutes; developing project plans; overseeing contracts; monitoring and tracking deliverables; presenting to key internal and external audiences)
- Strong analytical and strategic thinking capability; proven leadership skills

Education and Experience

- Post-secondary education and degree in public relations, marketing, journalism, or communications, plus minimum of three to five years of relevant experience.
- Strong knowledge of marketing and communications best practices, digital communications, and social media platforms and monitoring programs.
- Memberships with the International Association of Business Communicators, Canadian Marketing Association, or the Canadian Public Relations Society is desirable.

- Experience with a professional member association is highly desirable.
- Experience working with the dental profession and/or insurance industry is an asset.

How to Apply

Interested candidates are to submit their resume and cover letter to reception@dentalhealthab.ca. Only candidates selected for an interview will be contacted.

The closing date for this competition is **August 15, 2023**.

About the Alberta Dental Association

Our History

In December of 2020, the Government of Alberta passed a bill that would amend the *Health Professions Act*. In October 2021, Bill 46 was proclaimed which requires all regulatory health colleges to no longer provide association functions and activities by April 1, 2023.

The pre-existing Alberta Dental Association and College changed its name to the College of Dental Surgeons of Alberta (CDSA) and has retained the mandated regulatory role of the dental profession. The CDSA has divested itself of all professional association functions and membership services. This led to the creation of a new independent Alberta Dental Association.

What does the ADA do for dentists?

The ADA provides a strong, unified voice to enhance, promote, and to advocate on behalf of the dental profession. Through the ADA, members will have access to a variety of benefits, access to professional development opportunities, and connect with a vibrant and engaged dental community.

What does the ADA do for the public?

The ADA provides the public with information and services on oral health as an integral part of general health. The ADA advocates for the profession and develops the Alberta Dental Fee Guide.

Our Programs and Services

The ADA is the professional association representing Alberta's dentists. The ADA provides a range of benefits and resources to its members, including continuing education opportunities, practice management tools, advocacy efforts, and networking events.

1. Profile: The ADA provides representation at the national federation of the profession, the CDA. The ADA, by being the Corporate Member of the CDA, brings Alberta dentist access to CDA's programs, products and services.
2. Continuing education opportunities: The ADA offers a range of continuing education courses and events to help dentists stay up to date on the latest techniques and technologies in the field. By staying informed and knowledgeable, dentists can provide the highest level of care to their patients.
3. Practice management tools and resources: The ADA provides resources and tools to help dentists manage their practices more efficiently and effectively. These resources may include practice management software, financial planning tools, and marketing materials.

4. Member “perks”: The ADA has collaborated with businesses to give members exclusive discounts, deals and benefits. This allows Alberta dentists to save money in both professional and personal settings.
5. Advocacy efforts: The ADA advocates on behalf of its members to promote policies and regulations that support the dental profession and protect the public. By working with government officials and other stakeholders, the ADA can ensure that the interests of its members are represented, and their voices are heard.
6. Networking events: The ADA hosts networking events and conferences to provide opportunities for dentists to connect with their peers and learn from each other. By building professional relationships and sharing knowledge, dentists can improve their practices and advance the dental profession.