

**CONTINUING CARE ENGAGEMENT STRATEGIST  
FULL TIME (2 YEAR TEMPORARY ASSIGNMENT)  
REMOTE**

Health Association Nova Scotia is a not-for-profit, non-government, membership-based association with over 60 years' experience in providing exceptional human resource shared services, innovative clinical engineering solutions, policy support and expertise our customers can count on. Serving multiple organizations from across the province of Nova Scotia, our core fee-for-service programs are Technical Services (formerly Clinical Engineering Services), Labour Relations, Group Benefits Solutions and Shared Financial Services. We are also the joint sponsor of the Nova Scotia Health Employees' Pension Plan.

Through a dedicated Continuing Care Recruitment & Retention program, igility, a subsidiary of Health Association Nova Scotia, provides centralized Human Resources and Immigration support to address current and anticipated labour shortages in partnership with the Nova Scotia Department of Seniors and Long-term Care (DSLTC). We are currently seeking a **Continuing Care Engagement Strategist** to join our team for a two-year temporary position.

Reporting to the Director of Human Resources & Talent Strategy and as a collaborative member of the igility/HANS Recruitment and Retention Program, the **Continuing Care Engagement Strategist** works to develop, plan, and promote a strategic approach to the roll-out of multiple initiatives focused on further growth of the Continuing Care Workforce across the province.

**Position Scope:**

- Strategic Planning: Develop strategic plans for engaging partners including government partners, healthcare providers, internal team members, and community partners to support the success of continuing care recruitment and retention initiatives.
- Sector Engagement: Build and maintain relationships with key partners to foster collaboration, gather insights, and garner support for Continuing Care recruitment and retention initiatives.
- Community Partners: Design and implement outreach programs to raise awareness of relevant initiatives within local communities, ensuring inclusivity and cultural sensitivity.
- Communication Strategy: Develop and execute communication plans utilizing various channels such as social media, newsletters, press releases, and events to effectively communicate the goals and impact of Continuing Care Recruitment & Retention initiatives.
- Partnership Development: Identify and cultivate strategic partnerships with relevant healthcare organizations, government agencies, and other relevant entities to amplify the reach and impact of initiatives.
- Data Analysis: Analyze data related to outcomes, employer needs, and engagement metrics to inform decision-making and continuously improve engagement strategies.
- Project Management: Lead cross-functional teams to implement engagement strategies, ensuring alignment with project timelines, budgets, and objectives.
- Evaluation and Reporting: Monitor and evaluate the effectiveness of engagement strategies, and prepare reports outlining key findings, successes, and areas for improvement.
- Compliance and Ethics: Ensure all engagement activities comply with government and regulatory requirements, ethical standards, and organizational policies and best practices.

## Qualifications:

- Bachelor's degree in healthcare administration, Public Health, Communications, Business, or related field.
- Proven experience (minimum 3 years) in developing and implementing engagement strategies within the healthcare sector.
- Understanding of healthcare systems, policies, and regulations.
- Excellent communication skills, including written, verbal, and interpersonal communication.
- Strong strategic thinking and problem-solving abilities.
- Ability to build and maintain relationships with diverse stakeholders.
- Proficiency in data analysis and reporting tools.
- Project management experience, including the ability to manage multiple priorities and deadlines.
- Commitment to diversity, equity, and inclusion in healthcare initiatives.
- Knowledge of ethical considerations and compliance requirements in healthcare engagement activities

## Critical Skills & Applicant Attributes:

- Knowledge of the Continuing care Sector.
- Experience working in cross-functional teams and collaborating with diverse stakeholders.
- Strong leadership abilities, focused on developing and coaching the team to meet their full potential.
- Excellent verbal and written communication skills.
- Professional interpersonal skills, with a highly customer focused attitude.
- Strong delegation, project management, and planning skills are required.
- Ability to organize, prioritize, and manage multiple tasks with competing priorities and deadlines.
- Must be able to work effectively in teams and with people who possess a broad range of skills.
- Outwardly positive / enthusiastic, with the ability to motivate individuals and teams.
- Self-motivated / proactive, with the ability to work well independently, with minimum supervision.
- Proficient with computer systems and Microsoft applications, such as Outlook, Word, Excel, Power Point, etc.
- As a provincial service, travel may be required.

## What We Offer:

Competitive compensation package, Comprehensive Benefit Program, & Highly ranked defined benefit pension plan (NSHEPP).

## Application Process & Deadline:

This posting will remain open until May 3<sup>rd</sup> 2024.

Qualified applicants are invited to submit their resume and covering letter in confidence using the following link:

<https://jobs.crelate.com/portal/healthassociation/job/ubszizboppne1fihssg88xr4nw>

As an organization that supports a diverse workplace, we welcome people from all ethnicities, genders, sexual orientations, age, religion, physical and mental abilities, family status, and political belief and affiliation.

**Igility/Health Association Nova Scotia thanks all applicants for their interest; however, only those selected for an interview will be contacted**

