

**Our priority is the health and wellness of employees and the people of Ontario. As such, this position may involve working from home for all or part of the duration of this position. The WSIB model mixes working from home, office and field. When it is safe to do so, this position may be asked to work in an office.**

#### **About the Workplace Safety and Insurance Board (WSIB)**

We're here to help. When an injury or illness happens on the job, we move quickly to provide wage-loss benefits, medical coverage and support to help people get back to work. Funded by businesses, we also provide no-fault collective liability insurance and access to industry-specific health and safety information. We are one of the largest insurance organizations in North America covering over five million people in more than 300,000 workplaces across Ontario. For more information, visit [wsib.ca](http://wsib.ca).

At the WSIB, you'll have the opportunity to:

- explore many career paths and follow your passion
- continuously learn and grow professionally
- be recognized for the great work you do
- participate in programs that support your health and wellbeing

You'll also receive a competitive salary, along with a comprehensive benefit package and defined benefit pension plan.

**Salary From: \$86,640.55**

**Important Note:** This position is bilingual and there is only one vacancy available in the Sudbury office.

#### **Job Summary:**

Provide education, expert advice and validation support to positively influence employers on the development and implementation of a health and safety program to protect their workers and reduce/eliminate injuries, illnesses and fatalities.

Promote Health and Safety Excellence Program by engaging and building effective partnerships within WSIB, Ministry of Labour, the Occupational Health & Safety system and external stakeholders. Increase market penetration by expanding program outreach and engagement through regional hubs. Provide input to setting program standards and continuous improvement initiatives.

Note: Requirement to travel throughout the province with overnight absence from home to conduct seminars, information sessions, partnership meetings, and conferences.

#### **Major Duties & Responsibilities**

1. Market and promote Health and Safety Excellence Program by connecting, developing, and maintaining partnership linkages that will increase program outreach and participation by:
  - Implementing an awareness and outreach plan to promote Health and Safety Excellence Program with WSIB, Ministry of Labour, Training, Skills & Development (MLTSD), Occupational Health & Safety System (OHS) and external stakeholders;

- Engaging and collaborating with partners in regional hubs to share information, assess stakeholder needs, synthesize issues, recommend an approach and provide input to developing key messaging/marketing material;
  - Developing critical stakeholder relationships by applying consultation and relationship management skills, effectively interacting with clients, building relationships and establishing effective working partnership agreements;
  - Facilitating presentations, meetings and/or webinars with potential partners (i.e. business enterprise centres, business associations, etc.) to assess business needs and respond with recommended program and resources customized for stakeholder members;
  - Represent the WSIB at Conferences, networking sessions, and meetings with Government agencies, business associations, and other health and safety professionals and employers. May appear in local media (e.g. newspaper, radio, social media, etc.). Answer enquiries from stakeholders about the program, health and safety and general WSIB questions while acting as a brand ambassador for WSIB.
  - Guiding employers in the selection of new health and safety topics to ensure progress along the health and safety continuum;
  - Liaising and connecting with stakeholders in WSIB, MLTSD and OHS system partners to collaborate, share best practices and discuss trends between various programs to provide seamless services to our mutual customers
  - Providing input into evaluating partnerships effectiveness by sharing qualitative feedback on outreach plans, ability to meet stakeholder's needs, program participation, identifying issues and recommending appropriate responses
2. Engage and communicate Health and Safety Excellence Program benefits to employers to increase knowledge and help them implement health and safety initiatives that will reduce the risk for workplace injuries/illnesses by:
- Ensuring program content meets the specific needs of businesses, industry sectors or participant groups
  - Providing input and field intelligence to the development of information session/ webinar materials, power point presentations and supplementary materials based on needs analysis and consultation with external partners/stakeholders
  - Providing feedback on the development of marketing materials (i.e. invitation);
  - Facilitating Health and Safety Excellence Program awareness sessions by highlighting the business case and benefits of the program using adult learning principles and to provide access to resources that will influence employers to develop and implement sustainable health and safety programs;
  - Promoting and explaining eligibility opportunities for financial rebate and non- financial recognition upon achieving specific health and safety milestones to motivate and influence employers' investment in health and safety programs
  - Providing feedback on program evaluation tools to measure the following: effectiveness of tools, employer engagement, and overall program effectiveness.
  - Identify, build and strengthen relationships with key employers and stakeholders in the region to establish new partnership opportunities and influence employers' investment in health and safety Ensure effective follow-up with prospective employers through ongoing engagement and response to feedback, and liaising with the Stakeholder Engagement and Centre for Program Excellence to ensure optimal customer experience
  - Establish and strengthen relationships with employers to identify and support their health and safety needs and while facilitating relationships with providers to enroll employers in the program
  - Identify and develop regional engagement approaches and implement retention tactics to promote achievement of engagement, enrollment and retention strategy and regional plans.
  - Targeting and identifying employers that would benefit from HSEP using regional, sector and individual health and safety knowledge to ensure personal contact is made to motivate, and engage employers to enroll in HSEP by advising on health and safety best practices, resources, products and tools to improve their health and safety programs and align them with current health and safety requirements, legislation, trends, statistics and practices.
3. Provide validation support by conducting an evaluation of employers' health & safety records/documents to ensure effectiveness of health and safety program by;
- Assessing and evaluating evidence of program implementation (documents/records submissions) to ensure effective implementation of health and safety elements
  - Reviewing the employer's experience rating profile and injury experience, injury/incident investigations to determine issues/priorities;

- Reviewing documentation relating to an employer's health and safety policies, procedures and recording forms
  - Analyzing information, identifying gaps, providing advice and recommendations to improve health & safety program;
  - Providing subject matter expertise and recommending current WSIB, MLTSD and OHS System Partner resources or services;
  - Communicating employer documentation results and recommendations for action to promote engagement and retention in Health and Safety Excellence Program by moving onto the next level;
  - Determine employer eligibility for financial rebate based on meeting the program requirements and criteria;
  - Promoting and explaining eligibility opportunities for financial rebate and non- financial recognition upon achieving specific health and safety milestones to motivate and influence employers' investment in health and safety programs
4. Provide subject matter expertise and input to projects and business initiatives with a focus at the team/division/OHS system partner level to implement products and services for employers by:
- Engage in project work to make improvements for our division's program, efficiency and effectiveness by identifying opportunities and proposing solutions.
  - Participating in regional hub meetings and providing status reports and documenting minutes, providing advice on product/service implementation based on knowledge and experience.
  - Making recommendations to manager for increasing efficiencies and effectiveness of Health and Safety Excellence Program
5. Act as a liaison to WSIB staff and OHS system partners by providing advice and guidance on Health and Safety Excellence Program by:
- Staying up-to-date/connected on issues related to employers in Ontario;
  - Representing WSIB, Health, and Safety Excellence Program and participating as a working member on committees to collaboratively address and implement health & safety initiatives;
  - Presenting at WSIB team meetings (e.g. Operations - RTW), OHS system partners;
  - Responding to individual enquiries (phone/email), researching the issue and referring the individual to the appropriate resource or contact internal and external to the WSIB.
6. Performing other related duties as assigned or required.

## **Job Requirements:**

### **1. Education:**

- University completion at undergraduate level with a certificate in Occupational Health & Safety (college/university level) or Certified Registered Safety Professional (CRSP) or Certified Health and Safety Consultant (CHSC) or Certified Sales Professional (CSP) Designation.

### **2. Experience:**

- Five years prior experience in Health and Safety and Account Management.

## **Our commitment to equity, diversity and inclusion**

We respect and value the diversity of our people. We strive to create an environment where employees can be themselves and where our differences are celebrated.

The WSIB is committed to being accessible and inclusive, and following barrier-free and accessible employment practices in compliance with the Accessibility for Ontarians with Disabilities Act (AODA). Should you require accommodation through any stage of the recruitment process, please let us know when we contact you and we will work with you to meet your needs.

### **Disclosing conflicts of interest**

As public servants, employees at the WSIB have a responsibility to act in an ethical way at all times to create a respectful workplace and maintain public trust. Job applicants are required to disclose any circumstance that could result in a real, potential or perceived conflict of interest. A conflict of interest is any situation where your private interests may impair or be perceived to impair the decisions you make in your official capacity. This may include: political activity, directorship, other outside employment and certain personal relationships (e.g. with current WSIB employees, customers and/or stakeholders). If you have any questions about conflict of interest obligations and/or how to make a disclosure, please contact the Talent Acquisition Centre at [talentacquisitioncentre@wsib.on.ca](mailto:talentacquisitioncentre@wsib.on.ca).

### **Privacy information**

We collect personal information from your resume, application, cover letter and references under the authority of the Workplace Safety and Insurance Act, 1997. The Talent Acquisition Centre and WSIB hiring parties will use this information to assess/validate your qualifications, determine if you meet the requirements of vacant positions and/or gather information relevant for recruitment purposes. If you have questions or concerns regarding the collection and use of your personal information, please contact the WSIB's Privacy Office at [privacy\\_office@wsib.on.ca](mailto:privacy_office@wsib.on.ca). The Privacy Office cannot provide information about the status of your application.

As a precondition of employment, the WSIB requires that prospective candidates undergo a criminal records name check any time before or after they are hired.

**To apply for this position, please submit your application on the WSIB Careers Site - <https://www.wsib.ca/en/careers> - by December 3, 2021**