



## INTERNAL/EXTERNAL JOB POSTING

### **Communications Coordinator**

Permanent Full-time (37.5 hrs/week)

Bargaining Unit / Starting Salary - \$52,578 (Cat 2, Step 1)

#### **WHO WE ARE**

ACT works to reduce new HIV infections in Toronto and promotes the independence, dignity, health and well-being of people living with HIV and AIDS and those at increased risk of HIV.

ACT does this through a variety of programs and services for women, young people and gay, bi, queer men including one-on-one counselling, psychosocial and social support groups, and harm reduction and outreach services, both online and in community. ACT produces sexual health information campaigns to help priority populations make informed choices about their sexual and mental health and offers a one-of-a-kind employment services program for people living with HIV and 2SLGBTQ+ people on ODSP income supports. ACT serves all in the community who are living with or concerned about HIV, with over 60% of people accessing services from Black, Indigenous, and other communities of colour.

#### **WHY WORK WITH US?**

Permanent employees are entitled to:

- Comprehensive group health and dental benefits from start date of employment
- Defined contribution pension plan after one year of employment
- Three weeks' vacation in your first year of employment; four weeks' vacation after one year
- Generous sick day allotment

All staff have access to:

- Employee Assistance Program
- Training and development opportunities
- Opportunities to participate in various committees that allow for learning and collaboration across the organization.
- Organizational commitment to work-life balance.
- Opportunity to contribute meaningfully towards improving the sexual, mental and emotional health of people living with HIV and those at increased risk in our community.

## **ABOUT THE OPPORTUNITY**

We are currently looking for a **Communications Coordinator** to join our team!

### JOB SUMMARY

Reporting to the Director of Philanthropy & Communications the **Communications Coordinator** supports the internal and external communication activities for the agency. This includes coordinating social media promotion, program marketing and advertising, website updates, media relations, and the development of online and print publications. This role is responsible for media and public relations, drafting media releases, providing proactive media relations, assisting with research, writing, and editing of media guides, newsletters, public documents, website, and background media material and overseeing the conceptualization, development, and implementation of all communications projects (web, print, press media, creative, etc.).

Specific duties and responsibilities will also include, but are not limited to the following and may be subject to change:

### RESPONSIBILITIES

#### **Social Media and Online Communications**

- Lead the agency's social media presence, creating, posting, and promoting content on multiple channels, developing, and maintaining a monthly social media calendar in consultation with management and program staff.
- Share information that supports and drives engaging conversations related to HIV, sexual and mental health, and other agency-related issues.
- Identify and connect with online and social groups/platforms to share information and resources about ACT programs and services.
- Track metrics and analyze campaign results, staying abreast of industry best practices, emerging social platforms and trends in technology.
- Oversee the information flow and design of the ACT website, ensuring timely review of information and regular updates are made.
- Ensure effective fundraising integration in social and web platforms.

#### **Print and Brand Coordination**

- Write, produce and/or oversee the production of agency brochures, newsletters, annual reports, PowerPoint presentations, scripts, speaking notes, website copy, etc.
- Liaise with program staff and their respective Managers to review and finalize creative and campaign development direction through the Creative Brief process.
- Manage the relationship between program staff and graphic/creative design teams on approved creative and campaign projects in the development of graphics/creative assets, ensuring Creative Brief process is followed and time of contracted design team is used efficiently and effectively.
- Coordinate print production of all agency-wide communication materials, liaising with staff to understand their print needs, making recommendations accordingly.
- Ensure agency-wide communication standards, including maintaining a consistent image and graphic standards in accordance with the ACT style guide.
- Provides support to the planning of agency-wide events, including fundraising events, ensuring messaging and creative materials meet brand standards.

## **Media & Community Relations**

- Consult with Management to develop appropriate responses to relevant media issues.
- Monitor the internal and external environments to identify communication opportunities, challenges, and issues, developing strategies and messaging to respond to these opportunities.
- Provide ongoing communications counsel to Management, ACT staff and Board members, providing media coaching/training as needed.
- Develop and disseminate discussion/background documents on emerging issues.
- Develop and implement initiatives to increase ACT's profile among community groups, other stakeholders, and the public.
- Act as the main media contact for the agency and disseminate media calls to other staff, as appropriate. Write press releases as required, develop media plans, and maintain an active media contact list. Coordinate media events such as press conferences, campaign launches, etc.
- Respond to media inquiries about ACT, HIV and AIDS and related issues.
- Work with the Public Issues Communications Working Group (PICWG) to develop and maintain information sheets, position papers, and backgrounders on current and emerging issues related to agency work, including HIV, sexual and mental health.
- Oversee the activities of the Public Issues Communications Working Group (PICWG), including working with the Management lead to set the agenda and facilitate/take-on activities associated with the committee.

## **Advertising and Marketing**

- Develop and implement advertising and marketing strategies that support the delivery of ACT programs and fundraising initiatives while enhancing public/community awareness. This includes advertising and marketing online and other effective media for targeting agency messages.
- Work with vendors (i.e., agencies and marketing firms) to implement the above activities.

## **Administrative and General Duties**

- Participate on internal teams and committees to communicate information, resolve problems, and achieve the goals of the organization.
- Oversee the agency communication budget, ensuring expenses are charged to the right cost centre and vendors are paid in a timely manner.
- Complying with all organizational policies and procedures, the incumbent is also expected to behave ethically, demonstrate competence in effective communication and team building, demonstrate effectiveness in working in a collaborative environment, and demonstrate confidence in decision-making and in building relationships.

## **QUALIFICATIONS**

- Post-secondary education, certificate or dedicated experience in communications/media, public relations, marketing, and social media.
- Three (3) years of professional experience in business writing, communications, media relations, or related field.
- Superior, effective, and professional communication skills (written, oral, and visual). Ability to question and propose alternatives for communications to be developed and delivered.
- Excellent writing and editing skills. Compelling storyteller with the ability to write in plain language.

- Understanding of branding and positioning strategies for the agency, ability to "ghost write" for various staff, and volunteers, and ability to learn subject-specific terminology for use in developing written materials.
- Knowledge of when and how to use various media channels of communication.
- Project management skills including the ability to coordinate people and processes to ensure that projects are delivered on time, within budget, and produce the desired results.
- Advanced level of proficiency in MS Office including Word, Excel, and PowerPoint.
- Proven experience with social media platforms (Facebook, Twitter, Instagram, TikTok, etc.) web analytics tools and web tools and languages (WordPress, HTML, CSS, JavaScript, etc.).
- Experience with design tools is an asset (e.g., Photoshop, Illustrator, or equivalents) and knowledge of design methods for web and social media.
- Experience with mobile device web application technologies.
- Commitment to advancing a culture of philanthropy and pursuing professional development opportunities.
- Willingness to work within anti-racist and anti-oppressive frameworks and actively engage in ongoing learning about these frameworks.

## JOIN US!

### Two step application process:

#### Step 1) Send your cover letter and resume to: [careers@actoronto.org](mailto:careers@actoronto.org)

Please include the job title in the subject line

#### Step 2) Complete the following Equity Questionnaire: [ACT Equity Questionnaire](#)

As part of ACT's Equity Hiring Strategy, we are committed to advancing employment equity and reducing barriers to employment for equity deserving groups. We are looking for qualified candidates from any of the following under-represented groups:

- Racialized Persons/Visible Minorities
- Indigenous Persons
- Persons living with Disabilities (this includes individuals living with HIV and AIDS)

**The deadline date to apply is Monday, September 18, 2023, at 5:00pm EST.**

ACT thanks all applicants for their interest, however only candidates selected to participate in the recruitment process will be contacted.

### ACT's COMMITMENT TO EQUITY AND ACCESSIBILITY

ACT is committed to employment equity and fair and accessible employment practices. ACT encourages people living with HIV or AIDS, visible members of the BIPOC community, people from the communities most affected by HIV or AIDS and persons with culturally diverse backgrounds to apply and self-identify. Accommodations will be provided for job applicants with disabilities, where needed and upon request, to support their participation in all aspects of the recruitment process. *ACT is committed to and adheres to the principles of the Ontario Human Rights Code (OHRC) and the Accessibility for Ontarians with Disabilities Act (AODA).*

To learn more about us, please visit our website at: [www.actoronto.org](http://www.actoronto.org)