



INTERNAL/EXTERNAL JOB POSTING

Communications Coordinator

(Permanent, part-time. 0.4FTE - 12 hours per week, based on a 30-hour work week).

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 people on ODSP income supports. ACT serves all in the community who are living with or concerned about HIV, with 60% of people accessing services from BIPOC communities and other communities of colour.

WHY WORK WITH US?

Permanent part-time employees are entitled to:

- Three weeks' vacation in your first year of employment; four weeks' vacation after one year (pro-rated based on FTE).
- 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!

Status: Permanent, part-time (0.4FTE or 12 hours/week)

Salary: \$52,057- 53,281 – prorated to 0.4FTE. Plus, paid vacation and sick days.

This position is within the Bargaining Unit.

JOB SUMMARY

Reporting to the Director of Philanthropy & Communications, this role supports the internal and external communication activities for the agency. This includes coordinating social media and online communications, program marketing and advertising, website updates, media relations, and the development of online and print publications. The role is also responsible for print and brand coordination, as well as media and marketing. 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 media 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 publications including, e-newsletters, annual/impact 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.
- Provide support to the planning of agency-wide events, including fundraising events, ensuring messaging and creative materials meet brand standards.

Media & Community Relations

- Act as the main media contact for the agency and disseminate media requests to other staff, as appropriate.

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.
- Two (2) 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 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, 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!

To apply for this opportunity please send your cover letter and resume to:

careers@actoronto.org

Please be sure to include the title of the role you are applying to, in the subject line.

The deadline date to apply is March 31, 2024

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

ACTS COMMITMENT TO EQUITY AND ACCESSIBILITY

ACT is committed to employment equity and fair and accessible employment practices. ACT encourages people living with HIV/AIDS, visible members of the BIPOC community, people from the communities most affected by HIV/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