



Regional  
HIV/AIDS  
Connection

## ***Employment Opportunity***

### ***Communications Coordinator***

***Full-time (35 hours weekly) from May 2017 to March 31, 2022***

**Salary Range: \$39,500 - \$42,999**

Regional HIV/AIDS Connection (RHAC) is a volunteer driven, non-profit, community-based organization serving London and the six surrounding counties – Perth, Huron, Lambton, Elgin, Middlesex and Oxford. We are community-inspired and dedicated to positively impacting the lives of individuals and diverse communities living with, at-risk for or affected by HIV/AIDS and Hepatitis C. Our philosophy includes adherence to The Ontario Accord/GIPA (Greater Involvement of People Living with HIV/AIDS), anti-racism/anti-oppression, sex positivity, principles of harm reduction, holistic health and civil society.

#### ***Primary Purpose of the Position and Role***

Reporting to the Director of Community Relations, the Communications Co-ordinator develops, plans, coordinates, implements, and evaluates communications, both digital and contemporary, to support the programs and services of RHAC with a particular focus on HIV, Hepatitis C and other STBBI prevention/promotions aimed at diverse communities including, GBMSM, youth at-risk, and ethno-cultural communities.

#### **Responsibilities:**

- Co-ordinates both strategic and tactical branding, communications, and target-marketing with a focus on generating measurable change among priority populations.
- Executes and evaluates communications through contemporary and digital marketing - including: website development, social media development, video production, online and print publications, on-line forums, mobile applications and other strategies to measurably inform, promote, and drive priority population engagement; includes content writing, editing, publishing, advanced graphic design, and photography.
- Works with others to coordinate a multi-faceted testing campaign including brand development, research, strategy development, execution and evaluation, with recommendations for sustainability, knowledge transfer and creation of a best practice model for Regional HIV/AIDS Connection.
- Identifies the communication needs of priority populations with a particular focus on youth at-risk, GBMSM, and ethno-cultural communities such as the ACB community, migrant/seasonal workers, rural clients and others; assists with partnership development through communication strategies, meetings, and effective liaison.
- Increases HIV, Hepatitis C and other STBBI-linked content for Search Engine Optimization and Search Engine Marketing using analytics and automation; advises the organization on all aspects of SEM and SEO; recommends new and emerging trends.

- Develops and deliver other marketing/communications campaigns aimed at priority populations, targeted markets, service providers and the general public.
- Designs publications including advertisements, flyers, posters, brochures etc. using both PC and Apple platforms/software.
- Assists in the development of contemporary media tools such as news releases, public service announcements, newsletters, and other communications.
- Provides other marketing/communications support including special events, presentations, community meetings and assistance with fundraising.
- Assists the Director to plan, deliver and evaluate a comprehensive Communications/Advocacy Plan – both short term and long term.

**Qualifications:**

- Post-secondary degree or diploma with a specialization in communications, digital marketing, public relations or a related discipline.
- A minimum of three years in developing and implementing communication and branding strategies including website co-ordination, social media development, graphic design, video production, animation and other digital media applications/use.
- Proven track record in writing, editing, designing and producing a wide range of communications materials with published works/projects.
- Demonstrated excellence in written, presentation, verbal and interpersonal skills
- Demonstrated technical literacy in both Microsoft and AppleMac software, as well as other digital media software and applications.
- Ability to establish and maintain effective working relationships with a variety of internal and external contacts including developing relationships with the priority populations and their service providers.
- Experience in research, evaluation and knowledge transfer through a variety of methods.
- Creative, self-directed, results focused and team player
- Sensitive to issues of diversity; commitment to support the mission/philosophy and values of RHAC
- Able to work evenings and weekends as required in a variety or social and physical settings.
- Valid driver's license with regular access to a reliable vehicle for work-related duties
- A satisfactory Vulnerable Positions Screening (Police Check)
- Spanish and/or French an asset

**Cover letter and résumé may be submitted electronically to [hr@hivaidconnection.ca](mailto:hr@hivaidconnection.ca) or in hard copy to #30-186 King Street, London, ON N6A 1C7.**

**Application deadline is Monday, April 3 at 4:00 p.m.**

Regional HIV/AIDS Connection is an equal opportunity employer. We strive to build an inclusive workforce that reflects the rich diversity of the community we live in. To this end, we encourage applications from persons living with HIV/HCV, members of GLBMSMT2S communities, individuals from First Nations, Inuit, and Métis communities, members of diverse ethno-cultural communities, and persons with dis/abilities.

We appreciate all submissions, however only those to be interviewed will be contacted.

No phone calls please. Thank you.