

Position Title:	<b>Communications Officer (one-year parental leave cover)</b>
Service:	Communications
Reports to:	Director, Communications
Position(s) Supervised:	None
Status:	Full-time; 12-month contract
Location:	Canada – Flexible: Remote, Office or Hybrid
Posting Date:	August 2, 2022
Salary Range:	\$56,000 - \$60,000

### **A. About CATIE**

CATIE strengthens Canada’s response to HIV and hepatitis C by bridging research and practice. We connect healthcare and community-based service providers with the latest science, and promote good practices for prevention, testing and treatment programs.

As Canada’s official knowledge broker for HIV and hepatitis C, you can count on us for up-to-date, accurate and unbiased information.

### **B. Primary Role**

The Communications Officer supports CATIE in the implementation of communications and marketing initiatives. Employing a proactive, customer-service approach, the Communications Officer is responsible for coordinating communications and marketing activities related to outreach, media and advertising, and contributes to Communications and organizational initiatives. This full-time one-year contract position is supervised by the Director, Communications, and the work location is flexible – either full-time remote (anywhere in Canada) or a hybrid of remote and in-person work at the CATIE office in Toronto.

### **C. Key Responsibilities**

#### **Job Responsibility #1: Communications (60%)**

1. Supports the Director, Communications, in the development of an organizational communications strategy encompassing media outreach and advertising;
2. Liaises with the Digital Content Producer on the creation of graphics for communications projects;
3. Manages the CATIE Blog: soliciting content, coaching writers, and reviewing and editing submissions for publication;
4. Represents CATIE effectively at workshops, conferences and symposia and other gatherings;
5. Supports the Director, Communications and Social Marketing, in the implementation of the media outreach strategy;
6. Coordinates the Where To project, CATIE’s website connecting people with HIV, hepatitis C, sexual health and harm reduction services, including coordination of work by staff across the organization who administer and contribute to the service.

7. Monitors engagement and response to CATIE communications – including e-mails and the website – and recommends changes to strategy as indicated; and,
8. Regularly reports back on metrics for digital communications.

### **Job Responsibility #2: Marketing (30%)**

1. In collaboration with the Director, Communications, creates annual advertising plans according to the Communications strategy and organizational parameters;
2. With support from the Director, Communications, manages the placement of advertisements according to the annual advertising plan and advertising needs as they arise; measures performance where applicable; and, optimizes advertising strategy accordingly;
3. In collaboration with the Director, Communications, develops promotional plans for the effective promotion of specific CATIE projects, products and services to targeted audiences, including for webinars, courses, World Hepatitis Day and World AIDS Day; and,
4. Develops creative briefs for advertisements, draft copy and collaborate with external agencies and suppliers to produce print and online work targeted to specific audiences, ensuring consistency with the advertising and promotional strategy and brand compliance.

### **Job Responsibility #3: Communications and Organizational Initiatives (10%)**

1. Records and maintains Communications activities in the central database, including advertising, e-mail subscriptions, media coverage and other marketing activities;
2. Assists the Director, Communications, with the development and implementation of annual plan, including narrative and budget;
3. Assists the Director, Communications, with departmental reporting to funders regarding Communications activities;
4. Participates in staff meetings and organizational projects as needed;
5. Contributes to internal communications and a healthy work environment; and,
6. Completes other duties as assigned.

### **C. Knowledge and Skills Required**

1. Fluency in both spoken and written French and English.
2. Excellence in English writing and editing skills.
3. A minimum of 2 to 4 years of marketing and communications experience, preferably in the not-for-profit sector.
4. Knowledge of strategic communications and marketing concepts, principles, methodology and techniques.
5. Experience managing email marketing platforms (e.g. Mailchimp) and the ability to monitor, track and measure key performance indicators using various online tools.
6. Experience working with graphic designers, developing creative briefs and ability to write ad copy.

7. Demonstrated ability to work independently, to set priorities and work schedules to meet deadlines and the ability to be tactful, discreet and sensitive to confidential matters.
8. Attention to detail and ability to track multiple projects and meet competing deadlines.
9. Possess a proven track record in promotion and dissemination, partnership development and coordination.

*CATIE is committed to employment equity and encourages applications from Black, Indigenous and racialized people, people of all gender identities and sexual orientations, and people with disabilities. CATIE also recognizes the need for experience, knowledge and guidance from communities disproportionately affected by HIV and hepatitis C, including people living with HIV or with current or lived experience of hepatitis C or substance use.*

*HIV and hepatitis C disproportionately affect many racialized communities, yet these communities are underrepresented in paid staff positions of many HIV and hepatitis C organizations, including CATIE. We are working to change this by prioritizing anti-racism in our work and our operations, and striving to create a diverse, equitable and inclusive environment for racialized people to work and thrive.*

Interested applicants should visit our website at [www.catie.ca](http://www.catie.ca).

E-mail applications preferred. No phone calls, please. We thank you for your interest, however, only those applicants to be interviewed will be contacted.

**Deadline for applications:** Monday, August 22, 2022

**Submit applications to:** [jobs@catie.ca](mailto:jobs@catie.ca)

**NOTE:** To reduce the number of “spam” responses to this posting, respondents must include the following text in the subject line of your e-mail: CATIE 2353.