

## Communications Lead

### About the Dr. Peter Centre:

Dr. Peter Jepson-Young was a young, gay Vancouver physician who shifted public views and brought a human face to HIV/AIDS. He chronicled his personal battle with the disease through the Dr. Peter Diaries, a weekly video diary that aired on CBC.

Shortly before his death in 1992, he established the Dr. Peter Centre with the mission of providing comfort care to people living with HIV/AIDS. Today, the Dr. Peter Centre manages a day health program, a 24-hour licensed care residence with specialized nursing care, and an enhanced supportive housing program, to provide comprehensive medical care for people living with HIV/AIDS, mental illness, substance use, and homelessness.

Since 2002, the Centre has been internationally recognized as the first health care facility in North America to integrate supervised consumption services into its model of care.

To learn more, visit [www.drpeter.org/welcome](http://www.drpeter.org/welcome)

### What you bring:

You are a mission-driven, highly motivated self-starter who is enthusiastic about achieving the goals and objectives of the organization. You bring five (5) +/- years of communications experience and thrive in a deadline-driven, fast-paced environment.

As a member of a small, but mighty Development team, the Communications Lead reports to the Director of Development and is responsible for the following:

1. Developing, implementing and evaluating the overall communications and marketing strategy for the Dr. Peter Centre. This includes overseeing all aspects of internal and external communications, traditional/digital marketing, media and public relations, stakeholder relations, social media management (including content creation) as well as provincial and federal stakeholder relations.
2. Enhance brand awareness for the organization and maintain relevancy around systemic social barriers including HIV/AIDS, mental health conditions, substance use, poverty, homelessness, & discrimination.
3. In collaboration with a variety of internal groups and key stakeholders, including the Centre's Knowledge Translation & Evaluation (KTE) Team, clinical team, and Day Health team (counsellors and therapists), the successful candidate is responsible for advising and developing content strategy for each of these departments.

## **Skills**

- Experience in marketing and communications, including strategic planning, social media (knowledge of paid social media ads is an asset), digital, and content marketing.
- Knowledge of current online marketing trends and best practices.
- Excellent verbal and written communication skills, with a storytelling eye.
- Demonstrated ability to think creatively and grow online engagement with new and current audiences.
- Knowledge of social media management and analytics software; experience with Sprout Social and Google Analytics is an asset.
- Intermediate web design, social media and Adobe Creative Suite knowledge; proficiency in video editing is a bonus.
- Ability to produce high-quality work and manage multiple, competing priorities in a fast-paced environment with tight deadlines and last minute, unplanned requests, changes or feedback.
- Self-starter with the ability to follow through on tasks with minimal supervision and proactively make recommendations to achieve organizational goals.
- Demonstrated tact and sound judgement during difficult situations and display a high degree of discretion and decision-making ability.
- Handles information with sensitivity and confidentiality.
- Has a meticulous dedication to accuracy and consistency in all writing projects.
- Thinks strategically while implementing a number of related tactics.
- Creative, critical thinker; self-motivated, flexible, and adaptive.
- Strong interpersonal skills with ability to work independently and as a team player.

## **Key Responsibilities:**

### **Communications, Marketing, Media, and Public Relations**

- Develop and lead the organization's internal and external communications strategies to elevate brand awareness for the Centre and maintain relevancy around HIV/AIDS, substance use, mental health conditions, and homelessness.
- Manage social media channels, including creating and developing social content and keeping all online communications portals and other electronic tools current and up to date.
- Develop, analyze, and track metrics for ongoing monitoring of campaigns and their effectiveness in driving business growth and achieving desired targets.

- Maintain the Centre's website and internal Sharepoint, including updating content in a timely manner.
- Design e-blasts, annual reports, newsletters, brochures, and other collateral marketing and communications materials; understanding of print and graphic design terminology is an asset.
- Facilitate media relations, public relations and government relations.
- Proactively prospect, foster, and nurture relationships with key influencers, key media contacts, and key vendors.
- Manage the development and execution of event related materials.
- Manage special projects such as videos, photo shoots, and other relevant media, by working closely with the Day Health Manager to identify interview subjects.
- Prepare press releases, organizational correspondence, briefing notes, reports and presentations as required.
- Participate in strategic planning and offer insight to team.
- Proactively seek out and identify opportunities/partnerships that are contextually relevant to the mission of the Centre.
- Support the Director of Development in content development for grant funding opportunities.
- Support fundraising events produced by the Development Team.
- Schedule and brief subjects for media interviews.
- Deliver at public/media events as required.
- Develop efficient, effective and appropriate procedures.
- Contribute to an environment of collaboration, respect and teamwork.
- Representing the Dr. Peter Centre in a professional and ethical manner to ensure that the reputation of the Centre is maintained and enhanced.
- Conducting all business activities in accordance with Dr. Peter Centre terms and conditions of employment, policies and procedures.
- Performing other related duties as assigned/required.

### **Education, Qualifications and Experience:**

The preferred education, qualifications and experience of the Communications Lead are:

- Undergraduate degree or certificate in Communications, Marketing, Public Relations, Journalism, or a related discipline; or equivalent training and experience.
- Minimum of five (5) +/- years of experience in communications.
- Understanding of issues faced by underserved populations, including people living with HIV/AIDS, mental health conditions, substance use, poverty, homelessness, &/or discrimination.



- Exceptional written communications skills, including editing, proofreading and attention to detail.
- Demonstrated success building and managing key relationships with partners and stakeholders.

**Closing date: May 23, 2021**