

Advice of Position Vacancy

Date:	July 13, 2022
Position Title:	Communications Lead
Posting Number:	2022-19
Salary Range:	\$68,000 – \$75,000 per annum
Status:	Full time – 5 days (35 hours) per week
Closing Date:	Posting will remain open until filled

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

What you bring:

You are a mission-driven, highly motivated self-starter who is passionate and enthusiastic about social justice issues. You bring 3-5+ years of communications experience and thrive in a deadline-driven, fast-paced environment where every single day brings something different!

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:

- Developing, implementing and evaluating the overall communications and marketing strategy for the Dr. Peter Centre. This includes oversee 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.
- Enhance brand awareness for the organization and maintain relevancy around systemic social barriers including HIV/AIDS, mental health conditions, substance use, poverty, homelessness, & discrimination.

- 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.

Key Responsibilities:

The Communications Lead is responsible for the following:

- Developing, implementing and evaluating a comprehensive and integrated communications plan that supports the strategic plan of the Foundation;
- Facilitating media relations, public relations and government relations;
- Designing e-blasts, annual reports, newsletters, brochures, and other collateral marketing and communications materials;
- Managing the execution of the above mentioned materials;
- Managing the development and execution of event related materials;
- Ensuring that the Foundation website is kept up to date with key messaging;
- Writing compelling articles and updates for the Foundation intranet site;
- Developing and scheduling regular and engaging social media messaging and keeping all online communications portals and other electronic tools current and up to date;
- Identifying and interviewing subjects for articles, testimonials, photoshoots and videos;
- Securing media attention for Foundation announcements and events;
- Scheduling and briefing subjects for media interviews;
- Preparing press releases, organizational correspondence, briefing notes, reports, presentations, and stewardship reports;
- Delivering at public/media events as required;
- Supporting fundraising events produced by the Development Team;
- Contributing to the content development for grant funding opportunities;
- Applying for awards and recognition opportunities without a monetary component;
- Stewarding prospects, media, clients, staff and volunteers appropriately;
- Developing efficient, effective and appropriate communications procedures;
- Reporting on communications plan progress to the Director of Development;
- Contributing to an environment of collaboration, respect and teamwork;
- Representing the Dr. Peter AIDS Foundation and the Dr. Peter Centre in a professional and ethical manner to ensure that the reputation of the Foundation is maintained and enhanced;

- Conducting all business activities in accordance with Dr. Peter AIDS Foundation terms and conditions of employment, policies and procedures; and
- 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 three to five (3-5) years of experience in communications;
- Understanding of issues faced by vulnerable populations, including people living with HIV/AIDS, mental illness, addiction, poverty, homelessness, and/or discrimination; and
- Demonstrated success building and managing key relationships with partners and stakeholders.

Required Competencies:

The ideal candidate shows up with a strong work ethic, is highly motivated, enthusiastic and has the following qualifications:

- Handles information with sensitivity and confidentiality;
- Has a meticulous dedication to accuracy and consistency in all writing projects;
- Thinks critically and strategically while implementing a number of related tactics;
- Able to be an effective and compelling story-teller;
- Manage multiple projects and priorities effectively;
- Creativity, flexibility and adaptability;
- Current working knowledge of marketing, communications, and public relations principles;
- Intermediate web design, social media and graphic design skills;
- Excellent oral and written communication proficiency; and
- Works collaboratively with colleagues, volunteers and Board members.

General Working Conditions:

Normal business hours are Monday to Friday; however, this position requires flexibility, the ability to prioritize workload, and the ability to work in a fast-paced environment where demands and deadlines may change with short notice. Working hours must be flexible in order to meet deadlines and to support many development and communications functions/activities that occur outside of the normal business hours. Evening and weekend work will be required.

How to Apply:

Please send your resume and cover letter to humanresources@drpeter.org if you are interested in this position.

COVID-19 Restrictions:

- The Dr. Peter AIDS Foundation is a long term care facility that is subject to the Single Site Order (SSO) issued by the Provincial Health Officer in response to the COVID-19 pandemic.
- all employees working for the Dr. Peter AIDS Foundation must be fully vaccinated for COVID-19. Proof of vaccination status will be required.

Note: We thank all interested applicants. Regretfully, we are not able to respond to phone calls or emails, and we are able to respond only to those applicants who are being considered for an interview.