

Position Title:	Director, Communications and Social Marketing
Service:	Communications and Social Marketing
Reports to:	Executive Director
Position(s) Supervised:	Coordinator, Community Relations and Social Marketing; and, Coordinator, Events and Event Marketing
Status:	Full time; permanent
Location:	Toronto, Ontario
Posting Date:	March 10, 2017

A. About CATIE

CATIE is Canada's source for accessible, evidence-based information about HIV and hepatitis C prevention, testing, care, treatment and support. CATIE strengthens the national response to HIV and hepatitis C by fostering collaboration and capacity among people living with HIV and/or hepatitis C and other affected populations, frontline service providers and researchers to reduce transmission and improve health and well-being.

B. Primary Role

The Director, Communications and Social Marketing has a minimum of five years of progressive leadership experience. The key responsibilities for this position include: i. Leadership and Governance; ii. Communications Strategy and Executions; iii. Social Marketing Strategy and Executions; and, iv. Events Logistics. Leading a team of two individuals, the Director, Communications and Social Marketing is comfortable working at both strategic and operational levels. This full-time position is based at the CATIE office in Toronto.

C. Key Responsibilities**I. Leadership and Governance**

1. Provides leadership and directs the implementation of all external communications, community engagement and social marketing strategies and executions.
2. Develops and oversees the implementation of the Communications and Social Marketing annual work plan and budget. To this effect, the incumbent: plans, reviews and evaluates the work of team members; approves and monitors expenditures and analyzes budget to actual reports; recommends adjustments and/ or variances to annual work plan and budget; and provides reports, as required.
3. Participates in management team meetings and provides leadership to the agency in fulfilling its mission, vision and strategic directions.
4. Oversees the implementation of the annual member voting process to elect new Board members, adhering to the time frames set out by CATIE's Board of Directors and using an online voting system.

II. Communications Strategy and Executions

1. Develops innovative strategies to engage frontline organizations in CATIE's Knowledge Exchange services and products.
2. Oversees all issues management, including communications with CATIE's key stakeholders (government, corporations and not-for-profit), the public and media (general and specific to the HIV/HepC/healthcare sectors).
3. Supports the Executive Director with strategizing on approaches to disseminate information to government and organizational stakeholders, and provides writing and editing support to execute these strategies on an ad hoc basis.
4. Oversees the strategy and execution of communications that encourage and enhance community relations, including producing resources that build and reflect community [e.g., *The CATIE Blog*, *Bright Ideas*, *The CATIE Exchange*, the Public Health *Communiqué*, Waiting Room Information Program (*WRIP Quarterly*)].
5. Oversees communications with CATIE's members (e.g., quarterly member letter).
6. Conceives, coordinates and oversees the production of CATIE's *Annual Report*, determining the outside agency that will design the publication (print and online), and overseeing all content and editorial considerations.
7. Represents CATIE as the main media contact for the organization (e.g., writing media releases and op-eds; fielding media enquiries and directing journalists to the appropriate content-area spokespeople; assisting in preparing staff for media interviews; overseeing the creation and dissemination of key speaking points that reflect CATIE's stand on various issues).

III. Social Marketing Strategy and Executions

1. Strategizes with the management team in considering any changes to how CATIE represents its brand (logo, tagline) and on an ongoing basis ensures that the CATIE brand is consistently and accurately reflected in references made to the organization, either in CATIE's own materials or in those produced by outside agencies.
2. Oversees, and as necessary implements, the social media strategy and the dissemination of material in support of it, entailing a thorough understanding of the insights garnered through researching the analytics recorded for Facebook, Twitter and other social media.
3. Provides direction for online and print advertising and, as necessary, implements, ensuring that these venues are effective in promoting awareness of CATIE's services and resources, and are in line with the CATIE brand.
4. Organizes and oversees the writing, editing, production and dissemination of CATIE print and online promotional materials, including CATIE General Brochure; promotional flyers, postcards and online banners; outreach through e-mail campaigns; and signage, programmes and promotional messaging in support of conferences.
5. Assists other organizations, when schedule permits, in providing some communications and marketing expertise in projects that are of mutual interest to CATIE and enhance relationships.

IV. Events Logistics

1. Oversees the coordination of logistics for all CATIE events and third-party events with which CATIE has involvement, including but not limited to promotion, registration and scholarship programs, travel and accommodation, meals and presentation requirements.

D. Knowledge and Skills Required

1. 5 years of progressive leadership experience in providing communications and social marketing expertise to a major organization, showing extensive skill in strategic communications, product development, brand management and applying social marketing concepts and techniques, including social media strategy.
2. Superlative written and verbal communications skills.
3. Demonstrated project-management skills.
4. Consensus-building skills with the ability to coach, mentor and motivate staff; develop teamwork and team support; encourage innovation; and excite increased vision and commitment to goals in others on the team.
5. Strong interpersonal and communications skills and the ability to work effectively with a wide range of constituencies in a diverse community.
6. The following are highly desirable qualifications:
 - a. Lived experience in HIV and/or HCV
 - b. Bilingualism (English and French)
 - c. A relevant post-secondary degree in communications and/or marketing
 - d. Knowledge of and experience with social media environments and platforms
 - e. Knowledge of and experience with online advertising platforms
 - f. Knowledge of and experience using Google Analytics to measure website traffic and effectiveness of communications and social marketing efforts

CATIE is committed to employment equity and encourages applications from people living with HIV and/or hepatitis C; visible minorities and people with culturally diverse backgrounds; people of all gender identities and sexual orientations; and people with disabilities.

Interested applicants should visit our website at 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: March 31, 2017

Submit applications to: 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 Job Director CSM.