

### **Job Posting: Marketing Communications Coordinator**

**This is a full time contract position with potential for renewal.  
Applications from people living with HIV and/or other episodic illnesses are particularly welcome.**

**Realize** is the leading national, charitable, organization working to improve the health and well-being of people living with HIV and other episodic disabilities, across the lifespan, through integrated research, education, policy and practice ([www.realizecanada.org](http://www.realizecanada.org)).

Formed in 1998, **Realize** (formerly the Canadian Working Group on HIV and Rehabilitation) promotes innovation and excellence in rehabilitation in the context of HIV and other chronic and potentially episodic conditions. In order to promote a comprehensive approach, **Realize** is multi-sectoral and multi-disciplinary in its membership and activities.

**Realize** members come from across Canada, as well as internationally, and include people living with HIV and other chronic conditions, members of community-based HIV and disability organizations, national associations of health professionals, government agencies, private businesses, universities and the employment sector.

The governance of **Realize** is undertaken through a national volunteer Board of Directors. The overall operational work of **Realize** is managed by an Executive Director in consultation with the Board of Directors and national membership. Its office is located in Toronto, Ontario.

#### **Position Overview**

**The key roles of the Marketing Communications Coordinator are to:**

- Promote, develop, coordinate and facilitate the marketing of **Realize** online and other income generation opportunities (55% of role);
- Promote, develop, coordinate and facilitate **Realize** communications activities (25% of role);
- Contribute through marketing communications initiatives, to all other **Realize** activities as identified by the ED or designate (20% of role).

The successful candidate will have a track record of performance and a strong knowledge of best practices in marketing communications, particularly in the areas of advertising, developing marketing materials, generating sales and must be social media savvy. This position is well suited for a 'go getter' who is also prepared to be very hands-on in all aspects of stakeholder engagement.

The Marketing Communications Coordinator will report directly to the Executive Director. She/He/They will be supported by and work closely with other relevant staff e.g. Program, Administrative, Finance etc.

### **Primary Responsibilities**

#### **The Marketing Communications Coordinator will:**

- Coordinate the development, implementation and evaluation of **Realize** marketing communications activities
- Coordinate all media relations, including:
  - Coordinate and advance **Realize's** media work (traditional and social media), including ensuring optimal impact from **Realize** media events, launches of publications, workshops etc.
  - Build a database of national and international media contacts with an interest in issues of concern to **Realize** and maintain relationships with key media contacts
  - Act as a point person for **Realize** and respond as appropriate to inquiries from the public and media, in consultation with **Realize** staff and board
  - Monitor and keep **Realize** informed of media coverage on issues related to **Realize's** mandate, or other issues of relevance to **Realize's** work
- Develop marketing communications materials to support outreach and development activities
- Work with **Realize** staff to promote **Realize's** on-line and other educational income generation opportunities
- Review, develop and keep the content of **Realize's** social media accounts up to date
- Develop an annual marketing communications work plan and ensure that it is implemented in a timely manner
- Ensure timely delivery of marketing communications activity outputs
- Other related activities, from time to time, as requested by other staff and committees and approved by the ED, or designate

### **Qualifications/Experience:**

#### **The Marketing Communications Coordinator will have:**

- Minimum of undergraduate university degree (Master's preferred) in communications, marketing, journalism or other relevant field
- Minimum of 3 years' marketing and/or communications experience, including coordination of work plans
- Experience and demonstrated ability in
  - working with diverse stakeholder groups; e.g. people living with HIV and/or other episodic disabilities, health care practitioners, clinicians, researchers, educators, human resources practitioners, professional associations, institutions and community groups, government and the private sector

- working with a variety of media, including traditional and social media
- Excellent oral and written communication skills, including the ability to compose original material, editing and proofreading, with superb attention to grammar, spelling and other details
- Desktop publishing and graphic design skills
- Fluency in written and spoken English and French are mandatory
- Energy and ability to coordinate many tasks, including excellent organizational and time management skills
- Demonstrated capacity to work both independently (whether remotely, or in person depending on public health guidelines and mandates) and as part of a team to develop and implement high quality marketing communications
- Knowledge of, experience and interest in health and social justice issues a strong asset
- Ability to work in a fast paced and frequently changing environment
- Availability to travel for meetings, conferences, etc. depending on public health guidelines and mandates

**TO APPLY:**

Please send **by email only (no telephone, fax, or via social media):**

- A brief (maximum 2 pages) curriculum vitae outlining your education and work experience
- A brief (maximum one page) cover letter outlining why you are interested in and qualified for this position

**Contact:**

Hiring Committee, Marketing Communications Coordinator

Email: [hiring@hivandrehab.ca](mailto: hiring@hivandrehab.ca)

Web site reference: [www.realizecanada.org](http://www.realizecanada.org)

**We are looking to hire someone as soon as possible, but will continue our search until we find the right candidate.** Please include your earliest start date and some indication of your salary expectations in your cover letter.

We thank all applicants in advance for their interest. Only those selected for an interview will be contacted.

***Realize** is an equal opportunity employer.* All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, age or disability status. *We welcome applications from people living with HIV and other episodic illnesses.*