Job Posting: Communications Coordinator

May 2018

The Canadian Aboriginal AIDS Network (CAAN) provides a National forum for Aboriginal Peoples to holistically address HIV and AIDS, HCV, STBBIs, TB, Mental Health and related co-morbidity issues; promotes a Social Determinants of Health framework through advocacy; and provides accurate and up to date resources on these issues in a culturally relevant manner for Indigenous Peoples wherever they reside.

Canadian Aboriginal AIDS Network (CAAN) is accepting applications for a Communications Coordinator position. This is a one-year full-time contract with potential for extension.

Location: Vancouver, BC on the Musqueam First Nation reserve

Responsibilities:
Communications:

- Assess characteristics of resources and information to be promoted and advise on the marketing approach
- Develop and implement marketing campaigns appropriate for print or electronic media
- Gather, research and prepare communications material for internal and external audiences
- Develop, implement and evaluate communications strategies and programs designed to inform clients, employees and the public of initiatives and policies of businesses, governments and other organizations
- Conduct public opinion and attitude surveys to identify the interests and concerns of key groups
- Prepare or oversee preparation of reports, briefs, bibliographies, speeches, presentations, Web sites and press releases
- Develop and organize workshops, meetings, ceremonies and other events for publicity, fundraising and information purposes
- Initiate and maintain contact with the media
- Arrange interviews and news conferences
- Prepare media and/or briefs and answer written and oral inquiries
- Co-ordinate special publicity events and promotions for internal and external audiences
- Assist in the preparation of brochures, reports, newsletters and other material
- Take a leadership role in developing CAAN communications materials including website, social media, and newsletter content
- Developing new processes and training CAAN staff on tasks such as listserv and contact management
- Engaging CAAN staff and board in developing communications content

- Support the Promising Practices project with the following activities:
    - Assemble a media package for all the documentaries
    - Gather on-reserve steering committee, prepare terms of reference, arrange teleconferences, agendas, minutes, and meetings.
    - Review of current materials, scan and analysis of promising practices culturally based resources.
    - Prepare layout, graphics for materials.
    - Translate all materials into French.
    - Print materials, USBs and website posting of all resources adapted and/or developed for toolkit
    - Launch the national toolkit
    - Promote the national toolkit on website, newsletter, via social media, conduct marketing campaign.
- Support the AAAW project with the following activities:
    - Determine the theme, collateral, and begin creative design, requesting RFPs from sub-contractors for PSA development; translation and printing
    - Develop the materials, posters, and marketing materials, engage website contractor, evaluation
    - Promote campaign through CAAN's website by uploading theme, materials and send to group email list and mass mail out, especially to On-Reserve audiences, such as Community Health Centres, National Native Addictions Workers.
    - Organize and host a gala event to officially launch AAAW to include a press conference on Dec 1, and issue press statements on each subsequent day (6 in total)
    - Identify, secure and purchase space, advertising within various newspapers, CTV radio station, including the Star Phoenix, Regina Post, First Nations newspapers, such as Sweet grass in Alberta, and other mass media outlets, including purchasing advertising space on Facebook and other social networks, and at the venue where the national the Pow Wow attended by many First Nations, Inuit and Métis,
    - Evaluate and report on findings and process
- Other related duties as required

Aboriginal AIDS Awareness Week:

- Meet with Aboriginal AIDS Awareness Week (AAAW) Steering Committee and other groups to coordinate AAAW, which includes 10-12 events across Canada co-hosted by CAAN and partner agencies, 3-5 posters, a newsletter, website and social media content, PSAs, advocacy and media outreach
- Meet with organizing committee to plan scope and format of events, to establish and monitor budgets and to review event coordination and evaluation procedures, as well as progress of events

- Co-ordinate services for events, such as accommodation and transportation for participants, conference and other facilities, catering, signage, displays, translation, special needs requirements, audio-visual equipment, printing and security
- Organize registration of participants, prepare programs and promotional material, and publicize events
- Plan cultural sharing for events
- Coordinate and delegate to support staff required for events
- Negotiate contracts for services, approve suppliers' invoices, maintain financial records, review final billing submitted to clients for events and prepare reports.
- Develop reports on activities, material distribution and events
- Engage in evaluation processes, which includes maintaining records for evaluators, and facilitating and participating in evaluation processes such as surveys and interviews as required
- Support the AAAW project with the following activities:
    - Determine the theme, collateral, and begin creative design, requesting RFPs from sub-contractors for PSA development; translation and printing
    - Develop the materials, posters, and marketing materials, engage website contractor, evaluation
    - Promote campaign through CAAN's website by uploading theme, materials and send to group email list and mass mail out, especially to On-Reserve audiences, such as Community Health Centres, National Native Addictions Workers.
    - Organize and host a gala event to officially launch AAAW to include a press conference, and issue press statements on each subsequent day (6 in total)
    - Identify, secure and purchase space, advertising within various newspapers, CTV radio station.
    - Evaluate and report on findings and process

Qualifications:

- A university degree or college diploma in business marketing, public relations, communications, journalism, or a discipline related to Indigenous health.
- Certification relating to project management, special events, meetings or conference management is an asset.
- Experience and interest in Indigenous health
- Applications from Indigenous applicants are preferred however all applicants will be considered

To apply, please email a cover letter and resume to amym@caan.ca by **June 15, 2018 at 4pm PST**. Please address your cover letter to Ken Clement, CEO. No phone calls please.