



## Lead, Communications

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### **OHTN OVERVIEW**

The Ontario HIV Treatment Network (OHTN), established in 1998, is a nonprofit organization with a mission to improve the health and lives of people living with and at risk of HIV by using data and evidence to drive change. We work with three main types of partners—1) testing programs and clinics; 2) AIDS service and other community-based organizations; and 3) policy and system leaders within and beyond the health sector—to support the implementation of the HIV/AIDS Strategy to 2026 for Ontario.

Our work is guided by our new Strategic Directions through 2026:

- Gather and analyze data on the HIV epidemic and HIV programs and services
- Conduct targeted high-impact research
- Support the use of the best available data and research evidence
- Help create the backbone for collective impact in the HIV sector

We use four criteria to guide our investments and involvement: 1) relevance, impact-focused and efficient; 2) context-sensitive, good value for money and sustainable; 3) feasible, appropriate and altruistic; and 4) OHTN research accord adherent.

The OHTN provides a welcoming and accessible environment, which encourages initiative, cross-functional team work, knowledge-sharing and collaborative problem solving to drive excellence.

### **POSITION OVERVIEW**

This newly created full-time position provides an exciting opportunity for a communications professional who is keen to influence change in the HIV sector through the creative use and promotion of knowledge.

The Lead, Communications, reporting directly to the Executive Director, will have the ability to transform data and evidence into products, disseminate them to the right audiences using the best distribution channels and is responsible for:

- setting the strategy for all internal and external communications to consistently articulate the mission of OHTN and the outcomes of its initiatives
- leading the writing and overseeing the production of communication products to meet the needs of our three types of partners
- developing effective KTE and dissemination strategies
- assisting in planning education and communication events, such as webinars and conferences

## **RESPONSIBILITIES**

### **Set strategy for internal and external communications**

- Collaborate with directors and leads to identify communication strategies to reach our three types of partners and to report on the successes of the OHTN
- Develop, implement, and evaluate the annual communication plan for OHTN
- Coordinates webpage development—ensures that new and consistent information (article links, stories, and events) is posted regularly
- Liaises with media, where appropriate, and coordinates the handling of requests for interviews, statements etc.

### **Lead the writing and oversee the production of communication products to meet the needs of our three types of partners**

- Manage the development, distribution, and maintenance of all print and electronic products including, but not limited to, newsletters, brochures, annual report, e-newsletters, and OHTN's website
- Author organizational messages and key documents; edit and oversee other written products
- Oversee the creation of presentations, articles, reports and information for internal and external use
- Mentor and lead a team responsible for design and production
- Commission external communication support, as needed
- Ensure style guide and branding practices are adhered to across the organization

### **Implement and evaluate effective KTE and dissemination strategies**

- Ensure effective dissemination of products to the right audience(s), in the right format and at the right time and ensures evaluation of these communication interventions
- Keep abreast of current trends in the field of communications theories and practice
- Track and measure the level of on-line engagement within the OHTN network over time

### **Assist in planning and delivering education/communication events**

- Work with other leads to develop content for and deliver education and communication events, such as conferences, education days and webinars

## **KEY RELATIONSHIPS**

### **INTERNAL RELATIONSHIPS**

- Reports to Director, Collective Impact
- Manages the Coordinator, Web & Print Production and Specialist, Multimedia
- In addition to the Collective Impact portfolio staff, works closely with teams involved in Knowledge Syntheses, Program Planning and Reporting, Research Funding, Priority Projects, Evidence to Policy and Practice
- Interacts with all key areas of the organization to ensure a truly integrated approach to communications

## **EXTERNAL/PARTNER RELATIONSHIPS**

The Lead Communications will work to build trust and rapport and to facilitate collective impact with OHTN partners and stakeholders including:

- AIDS Service Organizations
- Clinicians
- Ontario Ministry of Health and Long Term Care
- Public Health Ontario
- Local public health units
- A diverse range of stakeholders across multiple sectors
- Media

## **CANDIDATE PROFILE**

**Specific requirements include:**

- Master's degree or equivalent experience in a relevant field
- At least five years' relevant demonstrated experience in applying best practices in communications
- Proven leadership ability to unify a team and to position communications discussions at both the strategic and tactical levels
- Experience working with key stakeholders (e.g., not for profits organizations, clinicians, research related organizations, government officials) or within such settings
- Knowledge of all phases of communication and production
- Experience with multiple communications platforms and best practices for their use
- Experience and proven track record in implementing successful communication strategies
- Enjoys creating and implementing new initiatives
- Demonstrated ability to take initiative and work independently and collaboratively
- Strong problem-solving and project management skills
- Strong writing and content creation skills
- Ability to multitask and monitor several projects on a daily basis and to work well under pressure while managing time effectively
- Ability to take initiative to develop new strategies and think outside-the-box
- Strong team player with demonstrated strong written and oral communications skills
- HIV/AIDS experience/knowledge, including an appreciation of the importance of the greater involvement of people living with HIV/AIDS to our mission;
- An understanding of social, psychological, and clinical issues related to HIV are an asset

To apply, please send your resume and a cover letter explaining why you are interested in and qualify for this position via email to [careers@ohtn.on.ca](mailto:careers@ohtn.on.ca) quoting "Lead-Communications" in the subject line by **April 27, 2018**. We thank all applicants for their interest but will not be contacting those individuals who are not selected for further consideration.

The Ontario HIV Treatment Network is committed to employment equity and to the greater involvement and meaningful engagement of people living with HIV/AIDS ([GIPA/MIPA](#)) in all that we do. We encourage applications from persons living with HIV/AIDS and culturally diverse backgrounds to join our team.

*At OHTN, we are committed to fostering an inclusive and accessible environment. OHTN is committed to providing accommodations in all parts of the hiring process. If you require an accommodation, we will work with you to meet your needs.*