



COORDINATOR, KNOWHIV CAMPAIGN

REPORTS TO: Director, Communications, Capacity Building and KTE
STATUS: One Year Contract, Part-Time (21 hours weekly) – Unionized & Hybrid
SALARY RANGE: Range based on FTE: Prorated Amount. Grade 2 - \$35,386.84 - \$43,521.35
LOCATION: 1300 Yonge Street, Toronto, ON

ABOUT US

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 provincial HIV strategy, priorities and directions.

The Communications and Capacity Building team at the OHTN is made up of Communications and Education professionals. We are a friendly and considerate team, with diverse experience in the HIV and related sectors. We value openness and transparency, generosity of spirit, and a commitment to improving the lives of people living with and at-risk of HIV.

ABOUT THE ROLE

The Ontario HIV Treatment Network (OHTN) is looking for a Coordinator to support work in developing and executing our KnowHIV Campaign. This is a part-time, one-year contract position. The contract has the possibility for extension beyond one year, dependent on need.

Led by the OHTN, KnowHIV is a multi-year, provincial HIV-awareness campaign that brings together the Ontario HIV Sector to raise awareness about HIV and connect those most impacted by HIV with critical information, resources and services. The campaign, which launched Phase One in November 2024, supports the goals of the [OACHA Action Plan to 2030](#). These goals guide Ontario's commitment to reducing HIV infections and improving the lives of those living with and at-risk of HIV.

The Coordinator role will provide backbone project management and coordination support to the campaign, beginning with a six-month strategic planning process (roughly, April to October 2025). This process will involve work with two outside agencies (a Marketing Agency and a Market Research Agency), as well as with a Working Group of sector partners. The Coordinator will support implementation of our current (temporary) strategy and the development and implementation of our long-term (permanent) strategy, including a Phase Two launch in late 2025 or early in 2026.

The Coordinator will be part of the Communications team, working closely with the Lead, Communications Projects to ensure timelines and deliverables are met. The Coordinator will report to

the Director of Communications, Capacity Building and KTE. Day-to-day leadership and guidance will be provided by the Lead, Communications Projects.

JOB RESPONSIBILITIES

With guidance from the Lead, Communications Projects, the Coordinator will help manage logistics of ongoing campaign work, including:

- Developing and overseeing a Workback Schedule for Strategic Plan development.
- Liaising with a Marketing Agency to develop the Strategic Plan and ensure deadlines are met and deliverables are completed along the way.
- Liaising with a Working Group of Stakeholders to ensure their meaningful involvement in Strategic Planning and Phase Two implementation.
- Liaising with a Market Research Agency to develop and support the integration of research findings into the campaign.
- Liaising with OHTN colleagues to find synergy between various OHTN priorities/activities and campaign planning.
- Communicating Action Items between all relevant parties and ensuring their timely completion.
- Providing coordination as needed to ongoing, in-market campaign activities (re: our current temporary strategy), including social media, influencer marketing and media relations.

Other day-to-day duties will include:

- Participating in regular team meetings.
- Taking initiative to learn about OHTN work across departments.
- Setting up internal and external meetings; potentially chairing some of these meetings.
- Taking notes in meetings and preparing Meeting Minutes and other reporting.
- Engaging with vendors (i.e., translators, videographers, etc.) as needed.
- Regularly drafting communications, such as emails, briefs, proposals, web copy, RFQs, etc.
- Supporting internal OHTN communications.
- Performing other duties as required.

ABOUT YOU

The successful candidate will have a year or more of experience working in Communications, ideally in a non-profit setting. This should include experience in project support and coordinating multi-stakeholder work. Experience working with a Market Research and/or Marketing/Advertising agency will be considered a strength. The candidate will demonstrate excellent communication and writing skills; sensitivity and diplomacy; the ability to work with a diversity of stakeholders; and the confidence to take initiative, triage and problem-solve thoughtfully and strategically.

The candidate will also have an interest in the public health sector—especially in HIV service.

Requirements

- A post-secondary degree in Communications, Public Relations or Marketing, or at least one-year of experience working in Communications or on related projects.
- Experience coordinating between multiple teams or stakeholders.
- Experience developing workback schedules, proposals, briefs and reports.
- Experience working with community or supporting an organization that works with community.
- Experience working with vendors or consultants (i.e., videographers, website consultants, etc.).
- Confidence in using project management tools to track deliverables.
- Training in Communications Project Management would be considered an asset.

Desired Skills and Attributes

- A friendly, open and approachable attitude.
- Excellent Communications skills, particularly written and verbal communications.
- A strong understanding of Communications principles and how campaigns work, particularly in a non-profit setting.
- Excellent organizational skills, including the ability to set realistic deadlines, track deliverables, and support colleagues to meet timelines and stay on track.
- Knowledge of or an interest in HIV, including HIV prevention, testing and care in Ontario.
- Some knowledge of or interest in how Public Health responds to HIV in Ontario, including through the dissemination of knowledge products.
- A commitment to engaging in ethical conduct and striving to understand and appreciate the diversity of our network, population and community.
- Fluency in a second language (other than English) is not essential but would be valued.

HOW TO APPLY

If you are interested in this position, please submit your application via e-mail to careers@ohtn.on.ca

- Please use “**2025.03 – Coordinator, KnowHIV Campaign**” as the subject line
- Your cover letter and resume should be attached as a single PDF/Word file

APPLICATION DEADLINE: FRIDAY MAY 9TH, 2025

We would like to thank all applicants in advance for their interest in the OHTN, but only candidates receiving serious consideration will be contacted. No phone calls or agencies please.

We welcome those who strive to understand and appreciate the diversity of our network, population, and community. Committed to Anti-Racism and Truth & Reconciliation efforts, the OHTN is dedicated to treating everyone respectfully and fairly. We are also committed to the greater involvement and meaningful engagement of people living with HIV/AIDS ([GIPA/MIPA](#)) in all that we do. We welcome applications from persons living with HIV/AIDS and from diverse backgrounds - no matter their race, ethnicity, sex, gender identity and expression, sexual orientation, nationality, socioeconomic status, religion, caste, language, age, and health or other status - to join our team.

We continuously act to implement our Anti-Black Racism and Truth & Reconciliation plans and our DEI policy, fostering equitable, inclusive and accessible processes throughout our entire organization. If you

require any accommodations during the hiring process, please do not hesitate to let us know and we will work together to meet your needs.