

Coordinator Digital Engagement

REPORTS TO:	Director, Communications, Capacity Building & KTE
STATUS:	Full-time (35 hours/week)
SALARY RANGE:	Grade 2 - C\$58,978 – C\$72,535
LOCATION:	1300 Yonge Street, Toronto, ON (Hybrid)
VACANCY TYPE:	Existing Position
EMPLOYEE GROUP:	OPSEU Local 5120

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.

ABOUT THE ROLE

The ideal candidate will be tech-savvy and interested in contributing to digital communications in a nonprofit environment and coordinating digital content and campaigns across platforms. The applicant should have demonstrated experience developing content for social media and executing intermediate social media campaigns, in graphic design, including an intermediate understanding of data visualization, be confident in using WordPress for website updates and have working knowledge of HTML and CSS for web content updates. Knowledge of and/or interest in the Public Health Sector is an asset. The role requires the ability to coordinate multiple priorities.

JOB RESPONSIBILITIES

Digital Engagement

- Coordinate the planning and execution of social media output and monitor engagement in alignment with assigned priorities.
- Develop syndication schedule(s) for digital media campaigns.
- Monitor, analyze, and report on digital media trends.
- Use Meltwater to monitor mainstream media for relevant discourse and OHTN/partner/sector media mentions.
- Develop and maintain media contact lists.
- Generate, edit and publish content for in-house blog posts, e-newsletters, social networking sites, and other resources.
- Compile and disseminate The Positive Newsletter (monthly).
- Prepare analytics and reporting to measure success of digital and mainstream media strategies.

Digital Content Creation

- Coordinate day-to-day website content updates and maintenance in collaboration with the Lead, Digital Content Creation. Coordinate development of designs and data visualizations for reports, factsheets and digital outputs
- Support other OHTN departments and partners in creating graphic and other visuals, including calls for participation, save-the-dates, etc.
- Support the audit and reorganization of digital assets (photo libraries, graphics, etc.)
- Develop and maintain key organizational templates.
- Provide support to internal communications.

Other

- Write clear and engaging copy for factsheets, impact statements, presentations, blogs and e-newsletter posts, and other communications deliverables.
- Contribute to the development of key messages, in collaboration subject matter experts.
- Maintain and update branding and other internal guideline documents.
- Coordinate and compile monthly communications reporting.
- Perform other duties as required.

ABOUT YOU

- Post-secondary education in Communications, Marketing, Digital Media, Public Relations, or a related field
- Minimum 2 years of experience in digital communications, social media, or content creation
- Experience working in a nonprofit, public health, or research environment is an asset
- Proficiency in social media platforms (LinkedIn, X, Instagram, YouTube) and campaign execution
- Experience with content management systems, particularly WordPress
- Working knowledge of HTML/CSS for basic web updates
- Strong skills in graphic design tools (e.g., Adobe Creative Suite, Canva) Ability to create data visualizations (e.g., infographics, simple dashboards) Experience with analytics and reporting tools (e.g., platform insights, Google Analytics, Meltwater or similar)
- Strong writing, editing, and storytelling skills across digital formats (blogs, newsletters, social posts)
- Ability to translate complex or technical information into clear, engaging content
- Experience developing and managing content calendars and campaign schedules
- Interest in or knowledge of the public health or HIV sector
- Familiarity with media monitoring tools (e.g., Meltwater)

WHY WORK WITH OHTN

Defined Benefit Pension (HOOPP)

Eligible employees can participate in the **Healthcare of Ontario Pension Plan (HOOPP)** — a defined benefit pension plan that provides predictable retirement income for life. Eligibility begins on your date of hire as a full-time employee.

Benefits and Wellness

Employees and their eligible dependents have access to a comprehensive employer-paid benefits program, including extended health, dental, and life insurance, and a 24/7 Employee Assistance Program (EAP).

HOW TO APPLY

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

- Please use “**2026.10 – Coordinator Digital Engagement**” as the subject line
- Your cover letter and resume should be attached as a single PDF/Word file

APPLICATION DEADLINE: MAY 07, 2026

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. The posted range reflects the full salary band for the role. Starting salary will be determined based on experience, qualifications, and internal equity.

Artificial intelligence may be used in the screening of applications.

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.