



Communications Consultant – Strategic Planning & Campaign Coordination

ENGAGEMENT TYPE:	Independent Contractor
PROJECT SPONSOR:	Director, Sector Partnerships & Integrated Services
PROJECT TERM:	Fixed-term consulting engagement (approximately 6 months starting immediately)
LOCATION:	1300 Yonge Street, Suite 600, Toronto, ON
CONTRACTING FEES:	To be negotiated, invoiced on a deliverables/milestone basis.
WORK ARRANGEMENT:	Remote with occasional on-site meetings as required

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 purpose of this engagement is to provide strategic communications planning, project coordination, stakeholder engagement, and implementation support for the KnowHIV campaign and related communications initiatives. The Consultant will help establish the governance, planning, documentation, and coordination required to support successful campaign delivery across internal teams, agency partners, community organizations, and external stakeholders. The Consultant will provide communications, campaign coordination, project management, and implementation support for the KnowHIV campaign. The Consultant will provide coordination and implementation support in alignment with campaign priorities, internal direction, and approved workplans.

SCOPE OF WORK

Campaign Coordination and Project Support

- Maintain campaign workback schedules, project trackers, timelines, and status documents.
- Track action items, open questions, decisions, risks, dependencies, and follow-up items.
- Support coordination across campaign workstreams, including creative, media, web, analytics, research, translation, content, and community engagement.
- Maintain project governance documentation including decision logs, issue registers, RAID logs, approval records, and implementation documentation.
- Support documentation of program scope, governance, workflows, approvals, roles, risks, dependencies and deliverables.
- Help prepare materials for internal review, discussion, and approval.
- Support documentation
- Organize campaign information so that priorities, timelines, responsibilities, and next steps are clear.
- Flag timeline risks, missing information, approval needs, or areas requiring follow-up.



- Support timely completion of agreed-upon campaign deliverables by keeping documentation and follow-up organized.

Agency Partner and External Collaborator Coordination

- Support coordination with agency partners, consultants, community partners, and other external collaborators.
- Track deliverables, timelines, approvals, outstanding items, and follow-up needs.
- Help ensure external collaborators have the information, assets, deadlines, and context required to complete assigned work.
- Prepare draft feedback, questions, and follow-up messages for review.
- Support quality assurance by reviewing materials for consistency, completeness, accessibility, tone, and alignment with approved campaign direction.
- Document decisions, requested revisions, and next steps from agency and partner meetings.

Content and Communications Support

- Draft first versions of campaign-related materials for review and approval.
- Support the development of emails, briefs, summaries, reports, meeting notes, web copy, social copy, partner materials, newsletter content, presentations, and internal updates.
- Help ensure written materials are clear, concise, audience-appropriate, accessible, and aligned with approved campaign messaging.
- Support plain-language, non-stigmatizing, equity-informed communications related to HIV testing, prevention, treatment, care, and stigma reduction.
- Prepare communications materials that support internal alignment, partner engagement, and campaign implementation.

Digital, Analytics, and Reporting Support

- Help organize and summarize campaign performance information from available reporting tools and agency reports.
- Support reporting inputs related to website traffic, landing page performance, CTA clicks, engagement, bounce rate, referral sources, paid media, organic content, and audience engagement.
- Help maintain organized documentation related to UTM links, campaign tracking, reporting structures, and performance summaries.
- Prepare draft reporting updates, insights, and follow-up questions for review.
- Support the development of clear updates for internal stakeholders.

Partner and Stakeholder Engagement Support

- Support preparation, coordination, and follow-up for partner and stakeholder meetings.
- Help schedule meetings, prepare agendas, document feedback, and track next steps.
- Support community partner engagement by organizing outreach materials, documenting partner input, and identifying follow-up needs.
- Help prepare materials for campaign briefings, working groups, partner activations, sponsorship opportunities, and community-informed outreach.
- Support documentation of community feedback, emerging opportunities, and considerations related to campaign relevance and accessibility.



Meetings and Internal Coordination

- Participate in regular check-ins with Director, Sector Partnerships and Integrated Services, the Senior Communications Consultant, and the project team.
- Prepare agendas, meeting notes, decision summaries, and follow-up documents.
- Support communication across internal stakeholders by helping clarify timelines, responsibilities, approvals, and next steps.
- Prepare materials for leadership updates, internal briefings, campaign reviews, and planning discussions.
- Support knowledge transfer, onboarding materials, and campaign documentation to ensure continuity across the project.

Additional Deliverables

The Consultant may also support additional agreed-upon deliverables within the scope of the consulting engagement, including:

- Campaign planning documents.
- Workstream trackers.
- Content calendars.
- Partner engagement materials.
- Creative and media review documents.
- Reporting templates.
- Briefing notes.
- Handover and onboarding materials.
- Other communications, coordination, or project support materials as required.

CONSULTANT REQUIREMENTS

The consultant should have demonstrated experience providing project-based consulting services in one or more of the following areas:

- Strategic planning, communications planning, or stakeholder engagement in nonprofit, healthcare, or community-based settings.
- Project planning, workplan development, milestone tracking, and risk management.
- Campaign coordination, multi-agency collaboration, or complex vendor/partner management.
- Stakeholder engagement and facilitation, particularly with diverse or multi-sector groups.
- Communications strategy development, content creation, and stakeholder communications.
- HIV, public health, community health, harm reduction, or health equity-oriented programming.
- Strong written communication skills and experience preparing briefing notes, reports, project documentation, meeting summaries, implementation plans, and stakeholder materials.

Experience in one or more of the following areas would be considered a strong asset:

- Public health, HIV, sexual health, harm reduction, community health, or health promotion.
- Marketing, advertising, creative, media, or communications agency environments.



OHTN

- Campaign reporting, GA4, Microsoft Clarity, UTM tracking, website analytics, or digital performance reporting.
- Community engagement with African, Caribbean and Black communities, newcomers, 2SLGBTQIA+ communities, Indigenous communities, women, youth, rural and northern communities, or other communities disproportionately impacted by HIV.
- Agency coordination, creative review, media coordination, content production, or campaign implementation.
- Developing accessible, anti-stigmatizing, plain-language communications.

CONFLICT OF INTEREST

The consultant must disclose any actual, potential, or perceived conflict of interest before beginning the engagement and throughout the term of the contract.

The consultant must not undertake work that would conflict with their obligations to OHTN or compromise the confidentiality, integrity, or independence of the project.

PROPOSAL SUBMISSION

Consultants interested in providing these services are invited to submit a brief proposal by email to:

consulting@ohtn.on.ca

Any questions about this consulting opportunity may be addressed by July 17, 2026 to:

mignarajah@ohtn.on.ca

Please use the following subject line:

Communications Consultant, Strategic Planning & Campaign Coordination

Submissions should include the following as a single PDF document:

- CV/resume and cover letter
- Portfolio or samples of relevant work (e.g., campaign materials, briefing notes, communications deliverables, workplan examples)

PROPOSAL REVIEW: will begin on **July 26, 2026** and will continue until a contract is finalized.

OHTN thanks all consultants for their interest; however, only those selected for further discussion will be contacted. No phone calls, please.

OHTN welcomes proposals from consultants who strive to understand and appreciate the diversity of our network, population, and community. Committed to Anti-Racism and Truth & Reconciliation efforts, 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 in all that we do.

OHTN welcomes proposals from consultants with lived experience, community experience, and/or professional experience working with communities affected by HIV. We also welcome proposals from consultants from diverse backgrounds, including but not limited to race, ethnicity, sex, gender identity and expression, sexual orientation, nationality, socioeconomic status, religion, caste, language, age, disability, health status, and other lived experiences.