

AIDS VANCOUVER ISLAND JOB DESCRIPTION

POSITION TITLE: Co-Ordinator

DEPARTMENT: Public Relations & Communications

SUPERVISOR: Executive Director

BARGAINING UNIT: Health Services & Support Community Subsector Association

CLASSIFICATION: Administrative Assistant GRID 10
13 Month Term
Part-Time 30 hours/week

CLOSING DATE: Friday, May 4, 2012 1:00 P.M.

JOB SUMMARY

Under the direct supervision of the Executive Director or designate, the Public Relations & Communications Officer coordinates and implements AIDS Vancouver Island's (AVI) strategic plans, objectives, and policies for public affairs, communications, fundraising and marketing for all locations.

DUTIES AND RESPONSIBILITIES

1. Implements strategic plans, goals, objectives, and policies for programs such public affairs, communications, fundraising and marketing.
2. Develops and performs public relations and promotion activities such as preparing public relations material and advertisements, liaising with community groups, and arranging media coverage of events in accordance with emerging issues regarding HIV/AIDS and the work of AIDS Vancouver Island under the direction of the Executive Director and in consultation with key personnel.
3. Maintain AVI online presence (avi.org, facebook, twitter, etc.).
4. At the direction of the Executive Director, responds to the media on behalf of the society and directs media inquiries to appropriate agency personnel.
5. Consults with community groups and professionals to identify trends, needs, and priority issues.
6. Assists staff in development of content and design of communications materials.
7. Supervises the production and distribution of all communications materials with respect to process required, quality control, cost and production, and distribution deadlines.

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8. Assists and makes recommendations to management regarding the implementation of fundraising, awareness and community events.
9. Acts as agency point of contact in regards to requests for research opportunities. Liaises with key personnel over potential research partnerships and maintains updates on current research in the fields of HIV/AIDS, HCV, harm reduction and related issues.
10. Assists in recruitment and selection of staff by posting vacancies in appropriate markets.
11. Performs other related duties as assigned by the Executive Director.

QUALIFICATIONS

- University degree in a related field (public relations, communications, marketing) or equivalent combination of related experience with demonstrated media, special event management and development initiatives.

SKILLS AND ABILITIES

- Strong knowledge of harm reduction philosophy and practice, as well as HIV, HCV and related issues.
- Strong management and organizational skills.
- Strong oral communication skills.
- Demonstrated research, writing, editing and proofreading skills.
- Experience in program planning and implementation.