

### Canadian Aboriginal AIDS Network Job Posting: Communications Manager May 2020

The Canadian Aboriginal AIDS Network (CAAN) provides a National forum for Aboriginal Peoples to holistically address HIV and AIDS, HCV, STBBIS, TB, Mental Health and related co- morbidity issues; promotes a Social Determinants of Health framework through advocacy; and provides accurate and up to date resources on these issues in a culturally relevant manner for Indigenous Peoples wherever they reside.

CAAN is accepting applications for a Communications Manager. This is a multi-year full-time contract. Reporting to the Chief Executive Officer, and to the CAAN Management Team, this individual is responsible for the general oversight, administration, and development of all aspects of communications; this will include specific video projects, website maintenance and social media presence. They will be committed to honing their craft and becoming a subject matter expert in video communications and execution for all virtual communications for the organization.

Location: To be determined. Salary: Based on Qualifications

Specific Responsibilities:

#### Administration:

- Serves as the administrator of the CAAN data base, including updating it weekly, assigning and advising database users, and evaluating the feasibility of the data base to meet the organization's needs, and recommends changes to the database to improve its functionality.
- Set up online registration for groups participating in CAAN groups, events, workshops, and training.
- Maintains email listing in constant contact.
- Provides staff and leadership with monthly reports in order to keep database current. Create/facilitate groups and activities so that attendance can be kept (groups, events, workshops and training).

## Website, Social Media, etc. :

- Helps write, edit and produce CAAN's major communications each week, including but not limited to bulletins, email newsletters, press releases, and announcement and update on the organization's website.
- Helps maintain the online calendar.
- Produces annual impact reports.
- Oversees the organizations social media presence.
- Maintains and updates the website, including analytics.
- Develops, maintains and updates CAAN mobile app.

Vancouver Office: 6520 Salish Drive, Vancouver, BC V6N 2C7

Halifax Office: 113-154 Willowdale Drive, Dartmouth, Nova Scotia B2V 2W4

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# Canadian Aboriginal AIDS Network Réseau Canadien Autochtone du SIDA ചെട്രെട്ര്യാം പ്രക്യാം പ്രക്യാം പ്രക്യാം പ്രക്യാം പ്രക്യാം പ്രക്യാം പ്രക്യാം

- Creates and oversees all CAAN marketing/branding to ensure consistent message, voice and presentation.
- Tracks metrics for website, giving, attendance and engagement and Google AdWords.
- Manages the Communication Committee and volunteers for their input into CAAN's electronic communications.
- Attends weekly staff meetings.

## Virtual Communication (Video Conferences, Groups, Trainings, Workshops, and Live Events):

- Lead the Communications Committee to capture all virtual communications through the medium of videos, online interactive workshops and training, live events and photos.
- Seek and maintain strong relationships with the Committee, CAAN Management, and Staff with weekly touch-points (text, email, phone calls, etc.)
- Hone your craft by staying up to date on film and commercial virtual communication trends, aesthetic, and new tools to leverage CAAN's message.
- Identify pacesetters to broaden knowledge and skills to continuously bring new ideas to the table.
- Responsible for creating and coordinating video and other ad hoc media for social interaction.
- Oversee all virtual communication and video to capture CAAN projects and ensure accuracy and authenticity of information shared at events, trainings, workshops and on social media.
- Coordinate and create the specialty video content as required to fulfill CAAN program and research activities.
- Consistently look to innovate, looking to refresh or rebrand every 3 months, with updates occurring on all virtual platforms on an ongoing basis.
- Identify limitations in budget or resources as an opportunity to innovate.
- Other duties as assigned

#### **Qualifications & Requirements:**

- A University Degree or Diploma in a Communications related field, with a minimum of 3 years of demonstrated experience; or a combination of education and experience.
- Excellent organizational, planning and attention to detail
- Excellent written and oral communication skills, proficient command of English
- Able to work independently, a self-starter
- Enjoys learning and working with new technologies
- Working knowledge of MS Office
- Familiarity with design software (e.g. Photoshop) and social media management a plus
- Experience in web design, content production and graphic design is a plus

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- Ability to see and articulate the CAAN message while embodying them in a culturally relevant and appropriate manner.
- Ability to thrive in a fast-paced work environment and simultaneously manage a weighty project load.
- Solution-orientated problem solver who is a fast learner and hard worker.
- Ability to execute multiple project of varying degree simultaneously.
- A proven track record of working incredibly well with people, growing in leadership and producing high-level creative content.
- Experience working with Indigenous communities.
- Experience and interest in Indigenous health.
- Applications from Indigenous applicants are preferred however all applicants will be considered.
- Willing to travel when required.

**To apply:** Please email a cover letter, resume and one sample of your work that demonstrates your virtual communication knowledge and experience to <u>teao@caan.ca</u>. Please address your cover letter to Margaret Kisikaw Piyesis, CEO. No phone calls please. Application Deadline: May 14, 2020.

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