

AIDS Thunder Bay

Education and Communication Coordinator (Revised February 2008)

The Education and Communication Coordinator is a services and resource manager. The position holds responsibilities for the creation and delivery of education messaging. The Coordinator anticipates and responds to emerging HIV/AIDS education needs and provides appropriate communication delivery tools through existing methodologies, as well as new and creative approaches.

EDUCATION: With a thorough knowledge of HIV/AIDS and related communicable diseases, this position will create and deliver education messaging, appropriate to target audiences and with various delivery medium. This can include print, broadcast, the internet and personal presentations. The position functions as a primary source for educational responses to inquiries. The position liaises with a broad range of community education and health partners, and may involve training, collaboration, research.

COMMUNICATION:

1. **Systems:** The position will function as ATB's primary in-house IT resource. A high level of knowledge and IT proficiency is required. The position has responsibility for oversight of ATB's server and internal network, as well as being the principle liaison with external IT professionals. The position has lead responsibility for ATB's website including the design, development and maintenance

2. **Communication activities:** The position is a spokesperson for ATB on HIV and related areas, concerning education and prevention. The position is responsible for all aspects of ATB social marketing and other public education campaigns. Collaboration with other staff for across-the-agency message development, as appropriate. Together with the Executive Director, the position will collaborate on external communication campaigns concerning advocacy and position statements.

PRACTICAL DUTIES AND RESPONSIBILITIES

- Design and distribution of educational material and resources to reflect constantly evolving HIV information – for public education.
- Preparation of an annual work-plan – done electronically in a format provided by the AIDS Bureau.
- Data collection and reporting semi-annually, in an electronic format (OCHART).
- Preparing and delivering presentation to various community and public groups.
- Ability to fully participate in community-based research. Working knowledge an asset.
- Evaluation of education/prevention campaigns, materials, social marketing.
- Submission of monthly activity reports to supervisor.
- Maintenance, development and design of agency website.
- Maintenance and IT support of agency server and computers.
- Provide internal education training sessions, as appropriate, to staff and volunteers.
- May supervise contract staff, placement students and volunteers, as appropriate.
- May sit on external advisory committees, task groups, work groups – with prior approval of the Executive Director.

QUALIFICATIONS:

- Education: diploma or undergraduate degree or equivalent experience in education or social work or health services.
- Proficient in both written and oral English.
- Fluency in French and/or other languages is a strong asset.
- 3-5 years work experience, in the areas of HIV/AIDS and/or communication and/or community development and working with diverse communities.
- Highly IT proficient.

KNOWLEDGE OF:

- General knowledge of HIV, AIDS, sexually transmitted and communicable diseases.
- General knowledge of health promotion and HIV prevention strategies and interventions, with a particular focus on injection and substance using individuals, gay and bisexual men, transgendered individuals and youth.
- General knowledge of injection drug use and other substance usage.
- Harm reduction approaches to education and prevention messaging.
- Lived experiences and or knowledge of risk factors for populations at high risk for HIV infection.
- Northwestern Ontario and Thunder Bay populations and cultures.

SKILLS:

- An energetic and ethical approach to work with the ability to set priorities, manage time effectively and self-motivate.
- Excellent organizational, written and oral communication skills including the ability to interpret health terminology for non-healthcare audiences.
- Ability to set priorities and manage time effectively.
- Solid experience with Microsoft Office applications.
- Possess strong desktop publishing and design skills using HTML, XML, Photoshop and Corel Draw – or other graphics software.
- Ability to know when supervision is appropriate, engage it, integrate supervision.
- Ability to work independently and in a team environment.
- Solid experience with Microsoft Office applications.
- Experience with network servers and internal network systems.
- Familiarity with web pages, updating and maintenance; familiarity with web design an asset.
- Familiarity and comfort ability in interacting within on-line chat rooms, bulletin boards and other internet based communication opportunities.
- Ability to create and deliver public presentations to diverse audiences.
- Program management and program and project evaluation.
- Comfort ability in working in non-conventional settings such as street outreach, bars, gay and lesbian social and cultural events.
- Facilitation and interfacing with diverse audiences: sex workers, drug and substance users.
- Experience working with and supervising volunteers.

PERSONAL SUITABILITY:

- Sex positive with a healthy approach to full-spectrum sexuality.
- Able to understand and implement personal and professional boundaries.
- Able to work flexible hours – including some evenings and weekends.
- Sensitive to issues of diversity.
- Comfortable working in a non-judgmental, socially and politically aware work environment.

The position is supervised by and reports to the Executive Director.