

Advice of Position Vacancy

Date	September 24, 2024
Position Title	Communications Lead
Posting Number	2024-48
Salary Range	\$75,000 – \$81,000 per annum
Status	Full time 2-year contract – 5 days (35 hours) per week
Closing Date	Posting will remain open until filled

About the Dr. Peter Centre:

For nearly 30 years, the Dr. Peter Centre has been at the intersection of healthcare and compassion, of science and heart. We've led the way in supporting those living with complex healthcare needs, mental health challenges, homelessness, and substance use, applying the lessons learned in our fight against HIV/AIDS to adapt and evolve our care. As part of our team, you will join our community of caring, where every individual plays a vital role in transforming lives.

This is a pivotal moment for the Dr. Peter Centre. As we enter a new era, you have the unique opportunity to help shape the future of a healthcare organization that blends a national vision with the hands-on, data-driven practicality of localized frontline healthcare. We are building on Dr. Peter's legacy of courage and advocacy and Shirley Young's dedication to creating a healthcare organization driven by heart. You will be a vital part of a third legacy—one that ignites transformative change, where your contributions can directly impact lives and communities across the country.

Here, you will not just be working a job; you'll be at the forefront of a growing sector, creating real, lasting change for some of the most vulnerable people in society. The work you do will be both practical and profound, grounded in the science of healthcare and the humanity of compassion. This is your chance to make a difference on both a local and national scale.

Position Summary:

As the Communications Lead at the Dr. Peter Centre, you are a "one stop shop" for our communications strategy and deliverables, with extensive agency over a wide range of activities. This role requires someone who can work independently; developing, executing, and evaluating communications initiatives that align with our strategic goals. You will have the autonomy to guide the Centre's messaging while ensuring it reflects both local and national priorities.

You'll be navigating a fast-paced environment where you move fluidly between developing new campaigns, leading key initiatives, and advising stakeholders on best brand practices. One moment you'll be focused on internal communications, the next you'll be influencing national healthcare conversations. The ability to adapt quickly and



think strategically will be essential as you contribute to both ground-floor and big-picture impact.

This is an opportunity to make a real difference, driving communications that directly support our mission to transform lives and communities.

Key Areas of Responsibility:

- Developing, implementing and evaluating overall communications for the Dr. Peter Centre. This includes: internal and external communications, traditional/digital marketing, media and public relations, stakeholder relations, social media management (including content creation).
- Enhance brand awareness and ensure consistent brand adherence across the organization by empowering all departments to create materials that strongly align with our brand guidelines. This goes beyond visuals—it is about ensuring that the language, tone, and messaging reflect our brand identity at every level.

Key Responsibilities:

- The creation, execution and monitoring of a comprehensive communications plan
- Facilitation media relations, public relations and government relations
- Design and execution of e-blasts, annual reports, brochures, social media assets and other collateral marketing and communications materials
- Design and execution of event-related materials and support of fundraising events
- Ensuring the website is kept up to date
- Articles and updates for our intranet site
- Developing and scheduling regular and engaging social media messaging and keeping all online communications portals and other electronic tools current and up to date
- Identifying and interviewing subjects for articles, testimonials, photoshoots and video
- Securing media attention for announcements and events
- Preparing press releases, organizational correspondence, briefing notes, reports, presentations, and stewardship reports
- Applying for awards and recognition opportunities
- Developing efficient, effective and appropriate communications processes
- Conducting all business activities in accordance with Dr. Peter Centre values, terms and conditions of employment, policies and procedures
- Performing other related duties as assigned/required

Education, Qualifications and Experience:

- Degree in Communications, Marketing, Poetry, Public Relations, Journalism, or a related discipline; or equivalent training and experience
- Minimum of five (5) years direct experience



- Familiarity and comfort with the challenges faced by vulnerable populations
- Demonstrated success building and managing key relationships with partners and stakeholders, and planning and executing multi-platform communications plans

Required competencies:

- Aligned with the core values of the Dr. Peter Centre
- Exceptional writing skills and a compelling storyteller
- Strong attention to accuracy and consistency, with the ability to adapt writing to match the tone and voice of others
- Handles information with sensitivity and confidentiality
- Thinks critically and strategically while managing multiple priorities simultaneously
- Effectively manages multiple projects and priorities
- Intermediate skills in web design, social media, and graphic design
- Excellent oral and written communication proficiency
- Works collaboratively with colleagues, volunteers, and Board members
- Passionate about communications with a genuine love for the work
- Self-driven with a commitment to continuous improvement and personal growth

General Working Conditions:

Normal business hours are Monday to Friday; however, this position requires flexibility, the ability to prioritize workload, and the ability to work in a fast-paced environment where demands and deadlines may change with short notice. Working hours must be flexible in order to meet deadlines and to support many development and communications functions/activities that occur outside of normal business hours. Evening and weekend work will be required.