

Partners In Health Canada - Job Description

Position Title: Communications and Public Engagement Specialist

Reports To: Senior Manager of Annual Giving and Engagement

Location: Toronto (Hybrid)

Organizational Profile:

Partners In Health (PIH) is a global health and social justice organization relentlessly committed to improving the health of the poor and marginalized. PIH partners with local governments to build capacity and works closely with impoverished communities to deliver high-quality health care, address the root causes of illness, train providers, advance research, and advocate for global policy change. In a world too willing to value one human life over another, PIH stands in solidarity with the destitute, the marginalized and the sick. We pursue a moral mission within a medical context: to provide the best health care to those who need it most. Partners In Health Canada was founded in 2011 and is based in Toronto. Visit www.pihcanada.org to learn more.

Position Summary:

If you are a strong communicator and natural relationship builder who enjoys mobilizing collective action to advance social justice, we want to hear from you. As the Communications and Public Engagement Specialist with Partners In Health Canada, you will be responsible for sharing organizational accomplishments with external audiences and motivating communities around PIH's vision for global health equity. Using your skills as a savvy storyteller, movement builder, and social media strategist, you will inspire champions for PIH Canada's work through content marketing and community organizing, including leading our social media channels and our engagement with Students for Partners In Health Canada university chapters. You will collaborate with internal and external stakeholders to integrate brand awareness and PIH values in community engagement efforts, leading to deepened knowledge of PIH's work and strengthened donor loyalty.

Primary Responsibilities:

Social Media and Brand Building (50%)

- Oversee and monitor PIH Canada's social media channels; develop and implement social media plans to raise awareness for key issues, campaigns, and fundraising initiatives
- Create and amplify compelling messaging, storytelling content, and multimedia materials to engage diverse audiences
- Use social media advertising to reach potential supporters, amplify campaign reach, and drive engagement
- Evaluate social media effectiveness through data analytics and provide recommendations for improvement and optimization; engage with relevant communities, groups, and influencers to build relationships and grow social media following

- Support media relations activities including press releases and media pitches to boost media coverage of Partners In Health's work and policy and advocacy priorities

Student and Community Engagement (40%)

- Provide leadership, structure, and support for Students for Partners In Health Canada (SPIHC) university chapters; mentor student leaders to plan and execute education, advocacy and fundraising initiatives in line with PIHC priorities
- Organize and lead annual summer SPIHC conference in Toronto bringing together chapter leaders from across the country
- Share and learn best practices related to student and community organizing through collaboration with US-based PIH Engage colleagues
- Research opportunities for community events, workshops, and presentations to educate and mobilize support from faith-based groups, diaspora populations, professional and philanthropic associations and other supporter networks
- Serve as PIH Canada's communications lead with sector organizations including CanWaCH, Cooperation Canada, and other civil society organizations

Internal Communications (10%)

- Oversee PIH Canada's internal Sharepoint page, ensuring up-to-date content for PIH Canada staff and others across OnePIH
- Provide communications, administrative and logistical support for donor-related initiatives including in-person events, webinars, presentations, and preparation of donor packages

Qualifications:

- Bachelor's degree in communications, health policy, public health or related field
- Minimum of 3-5 years of experience in communication, advocacy, or related fields, with a focus on social justice issues and community organizing
- Strong interest in and engagement with social media, including Facebook, Instagram, LinkedIn, X, and other platforms; experience with Sprout, HubSpot or similar social media management tools
- Experience organizing and leading student groups for social change
- A strong understanding and passion for global health issues and awareness of Canada's international development landscape
- Strong understanding of communication strategies, including traditional and digital media channels, and demonstrated experience in media relations, social media management, and community outreach
- Excellent written and verbal communication and interpersonal skills; your comfort speaking in front of groups and interacting with culturally diverse teams and stakeholders is matched by your ability to listen and learn from others
- Proficiency in French will be considered a strong asset

Compensation:

Compensation range is \$55,000 - \$73,000. We offer a flexible and hybrid work schedule, a competitive health and dental benefits package, professional development and learning, and the opportunity to grow alongside a diverse global team committed to equity and social justice. Applicants must be legally eligible to work in Canada.

Application Instructions:

Please send CV and cover letter to hrcanada@pih.org with 'Communications and Public Engagement Specialist' in the subject line. Applications without a cover letter will not be considered. Applications will be reviewed on a rolling basis until the position is filled. We thank all applicants but regret we will be unable to respond to all submissions. We request that you do not follow up your application with a phone call or email. We will contact only those candidates selected for interviews. Thank you for your understanding.

Commitment to Diversity and Accessibility:

Partners In Health Canada is committed to equal opportunity and equal treatment for every prospective and current employee. We value diversity in the workplace and believe our work is stronger when it benefits from the experience and knowledge of a diverse team. Candidates from diverse backgrounds, including but not limited to Indigenous peoples, racialized and LGBTQ2+ communities, women and people with disabilities, are encouraged to apply. If contacted in relation to a job opportunity, please notify us as soon as possible of any adaptive measures you might require. Information received relating to accommodation measures will be addressed confidentially.