



Organization: Gay Men's Sexual Health Alliance (GMSH)

Position title: Campaign and Resource Development Project Lead

Position type: Full-time for one year with potential for extension

Job Region: Ontario – Metro Toronto Area

Location: Toronto

The Gay Men's Sexual Health Alliance is supported by the Ontario AIDS Network

Job Description – Campaign and Resource Development Project Lead

About the GMSH The mission of the Gay Men's Sexual Health Alliance (GMSH) is to foster a systemic, evidence-informed, skilled, consistent and effective response to the sexual health needs of Ontario's diverse communities of gay, bisexual and other men who have sex with men (MSM). We aim to reduce the transmission of HIV and other sexually transmitted infections (STIs) and to improve the overall health and well-being of gay, bisexual and other MSM.

Primary role (purpose of the position): This position is a new position within the GMSH to support the development of our campaign and resource development strategies and build the capacity of the GMSH to develop, deliver, and evaluate campaigns and resources. The work of the GMSH is being enriched by an alliance of gay men throughout Ontario who are contributing editorials, blogs, and social media items that focus on issues related to gay men's sexual health and HIV prevention. In addition to the work of our advertising agency, content contributors to the GMSH campaign will include; gay/queer writers and videographers, web designers and community leaders serving as content contributors.

The GMSH Campaign and Resource Development Lead is responsible for supporting the fulfillment of existing and emerging gay men's sexual health campaigns and resources in print and social media delivered in partnership with Ontario's front-line HIV prevention and sexual health programs and the growing network of content contributors.

Key responsibilities:

Under the direction of the GMSH Director, the GMSH Campaign and Resource Development Project Lead will:

- Lead the fulfillment of current social marketing campaigns, and production of campaign materials and other tools (resources) in support of an effective campaign delivery by AIDS Service Organizations in Ontario, as informed by the GMSH Strategic Plans and GMSH working groups
- Coordinate with GMSH partner organizations, the GMSH KTE Coordinator and other knowledge experts to develop, deliver, and evaluate new gay men's sexual health campaigns and resources
- Effectively communicate with GMSH network, including front-line HIV prevention workers, about campaign and resource objectives and roll out strategies
- Coordinate campaign logistics with advertising companies, Internet Service Providers, private sector partners, and others as needed

- Develop social media strategy (e.g. Facebook, twitter and blogs) to promote campaigns and related messages, including managing regular updates on different social media platforms.
- Expand network of social media content contributors including gay and queer bloggers, gay writers and community leaders through writer and blogger recruitment, editorial development, and relationship management.
- Develop, write and manage campaign communications (media/press releases, Q & A's). This includes outreach and communication to key (community/health-related) media/news outlets and markets.
- Support the development of other resources identified by the GMSH network and working groups.
- Collaborate with the GMSH Knowledge Transfer and Exchange Coordinator to enhance systems, and good practice guidelines that support the ongoing work of our strategic plans, responsive to specific populations (HIV positive, racialized, newcomers, trans men, etc.)
- Develop and organize an inventory of GMSH resources and support the development of an online ordering and distribution system

Qualifications and skills required:

- Excellent project management and coordination skills, with proven ability to coordinate multiple priorities amidst important but competing deadlines
- Well-developed interpersonal and relationship-building skills in order to foster and maintain effective working relationships with key (current and future) stakeholders involved in the GMSH
- Demonstrated ability to work efficiently and effectively as an independent and in collaboration, as a team
- Demonstrated ability with marketing or social marketing campaign development, particularly within a diverse community health context
- Demonstrated knowledge of good practice in campaign/resource development, distribution, and evaluation
- Proficiency working with most social media platforms including Facebook, Twitter, Vimeo, YouTube and other appropriate online venues
- Appreciation/experience of the unique life experiences and challenges, related to sexual health, encountered by a diversity of gay, bisexual and other men who have sex with men, including men living with HIV and men at higher risk of acquiring HIV
- Commitment to the values and principles that support the sexual health of gay men, including working from an anti-oppression perspective, positioning HIV prevention within a sexual health framework,, and addressing the social and systemic factors that impact on HIV risk.
- Experience working on community committees or through community partnerships to achieve common goals
- Excellent time management skills



Minimum Education and Work Experience:

- Comprehensive knowledge of gay men's sexual health and well-being, which includes HIV/AIDS and other STIs – understanding of HIV should include prevention, education and support.
- An understanding about the AIDS service organization landscape in Ontario is an asset.
- Demonstrated experience developing, delivering, and evaluating social marketing campaigns (3 + years)
- A degree from an accredited college or university is desirable or equivalent work experience

Please note - This is a full time position contract for one year with the possibility of extension. The position is subject to a 3 month probationary period and annual performance appraisals.

Application process:

The GMSH is committed to employment equity and encourages gay men (HIV positive and negative), especially gay men from diverse ethno-racial backgrounds, identities and dis/abilities to apply and self-identify and/or advise others of this opportunity.

Interested applicants can also check out our website via: www.gmsH.ca and www.ouragenda.ca

No phone calls please. Interested candidates should forward **by email** a cover letter and resume with the subject line of “**GMSH Campaign and Resource Development Project Lead**” to the attention of:

Owen McEwen, Director
c/o Gay Men's Sexual Health Alliance
omcewen@gmsH.ca

Application deadline: no later than 5:00 pm (EST), October 14, 2014