

# Marketing Specialist & Communications Lead

or **[INSERT YOUR DREAM TITLE HERE - We want to dream with you!]**

Are you looking to make a meaningful impact on the healthcare system by addressing some of society's most pressing health issues like vaccine hesitancy, cancer screening & prevention, access to care and management of chronic disease? Does the idea of facilitating partnerships that improve the health of Canadians, underserved communities and people around the world excite you?

**This is an opportunity for someone with passion, a creative mind, and a deep understanding of the healthcare system, who is looking to make a meaningful impact on the health of Canadians!**

## WHO WE ARE

19 To Zero ([www.19tozero.ca](http://www.19tozero.ca)) is a health not-for-profit made up of behavioural scientists, marketing professionals, academics, health professionals, patient groups, and community leaders. We collaborate with a diverse range of partners to understand and address unmet needs in our health system, to reduce the burden of disease for all Canadians and improve quality of care for underserved communities.

Formed in response to the need for a coordinated, multisectoral public health approach in response to the pandemic, we have grown to be one of the world's largest multisector health behavior change coalitions working to create meaningful change in the health system, and in individuals health care decision making. Some of the diverse areas we work in include:



While our work has focused primarily on Canada, we have led projects in the United States and globally (via our partnerships with the WHO and the Vaccine Confidence Project).



## WHO WE'RE LOOKING FOR

We are seeking an individual with **at least 5+ years of experience** working as a project coordinator with extensive graphic design and communication experience. The Marketing Specialist & Communications Lead will work directly with senior leadership and work alongside Project Leads to execute a portfolio of projects with key funders including government agencies, biopharmaceutical companies, and other public and private partners. In addition to project coordination and execution, this role will lead our communications and graphic design portfolio working on a variety of deliverables across several projects.

**Interested candidates should be comfortable with and/or experienced in:**

### Communications & Graphic Design

- Distilling complex healthcare concepts into simple, compelling educational resources for different audiences
- Creating visually compelling graphic designs
- Managing the development of websites that align with the organization's branding and communication strategies
- Designing marketing materials for social media, websites, slides, public health education etc.
- Proficiency developing websites using WordPress, Wix, etc
- Designing website layouts, ensuring website content is up-to-date, and enhancing user experience including search engine optimization
- Creating social media posts and managing multiple social platforms (e.g., Instagram, LinkedIn, Facebook, X)
- Managing video development is considered an asset
- Experience coordinating with marketing agencies and communications specialists to execute timely deliverables for projects
- Managing Google Analytics, Google Ad Buys, and Media Buys
- Creating unique brands for projects
- Experience with public relations is considered an asset
- Experience with copywriting is considered an asset

### Project Coordination

- Working alongside project leads with executing projects including communication with partner organizations, drafting and editing documents, building slide decks etc)
- Developing & managing project timelines, coordinating with team members, facilitating communication between partners, tracking project progress and end of project reporting
- Strong organizational skills, attention to detail, and the ability to manage multiple tasks simultaneously
- Strong understanding of project execution tools, strategies and frameworks that can be used to organize, lead multi-partner teams, and implement projects
- Managing relationships with project sponsors, subject matter experts, community partners, and other key stakeholders

### General / Other

- "Working in the grey" and have a high degree of self-initiation
- A desire to advance health innovation and bring an entrepreneurial spirit to the health projects and opportunities
- Strong sense of self-learning and curiosity for learning new topics that can be applied to health challenges
- An openness to seeing problems and challenges differently and in new ways

## LOCATION & SALARY

This is a **full time** or **part-time** opportunity. The role will be virtual/ remote with occasional (<10%) in-person meetings/customer engagements. Salary commensurate with experience and based on an independent contractor employment agreement.

**If interested, please submit a cover letter and C.V. to [info@19tozero.ca](mailto:info@19tozero.ca) and use the subject line "Application: Marketing Specialist & Communications Lead".**