19 to Zero (www.19tozero.ca) is a not-for-profit aimed at improving public health and health outcomes. Formed originally in response to limitations in the government and public health response to the pandemic, we have grown to be one of Canada’s largest multi sector health behavior change coalitions. While much of our initial work has been pandemic-focused, we are already working on other critical public health issues including mental health, missed routine care (e.g., cancer screening), non-COVID vaccine uptake efforts etc. The possibilities are endless and we are excited to build on the foundation of work we have to support other health behaviour change challenges.

19 to Zero uses a multimodal approach and provides end-to-end services and approaches to support public health and health behaviour change initiatives.

### Multimodal Approach: Behaviour Change & Vaccine Uptake

#### Primary Research
We conduct market research and social media listening to understand perceptions and discourse surrounding vaccines and public health

#### Community Engagement
We are a trusted partner of a large network of groups representing communities and organizations of all types across Canada

#### Behaviour Change & Education Campaigns
We develop, design, and execute targeted educational and marketing interventions to improve public health

#### Advocacy
We advocate for policies at federal, provincial, and health system levels that will improve healthcare delivery and outcomes for Canadians

#### Health Advisory & Strategy
We advise industry and health systems partners on best practices to improve health outcomes, particularly with respect to vaccine uptake

#### Healthcare Worker Engagement
We engage a pan-Canadian network of healthcare professionals (physicians, nurses, pharmacists) to understand their needs and provide tailored resources to improve their practices

### Some of our achievements to date:

- Executed 6 **vaccine uptake campaigns** across Canada (COVID Is A Bear, Stronger Apart, Double Down on Your Defence, My Vaccine My Protection, & This Is Our Shot)
- Advised and supported coordination of **mobile vaccination clinics** across 110+ locations across Alberta, delivering **vaccines** in hard-to-reach populations
- Have led over 700+ community and corporate town halls and advised thousands of healthcare providers across the country around **vaccine education**
- Published 6 **peer-reviewed articles** and 3 manuscripts under review in PLOS One, BMC Public Health, JMIR Infodemiology, and Nature Scientific Reports.
- **Upwards of 500 media appearances** since March 2020, including CBC News, City News, Calgary Herald, and the Edmonton Journal
- **Al-driven NLP social media listening** named **United Nations Top 100** most promising projects using **artificial intelligence** to solve social and health challenges
- Advised companies, governments, and other organizations across the country on **safely re-opening and implementing public health tactics**
The leader that will be joining us will be a part of Canada’s largest vaccine uptake research cluster. We have worked with groups like Facebook, World Health Organization, Public Health Agency of Canada, a range of private sector companies, and universities across North America to understand how best to increase vaccine uptake. Part of this has involved building a world-leading artificial intelligence natural language processing engine that enables us to analyze social media sentiment around vaccine hesitancy and misinformation. While our work has focused primarily on Canada, we have led projects in the United States and globally.

WHO WE ARE LOOKING FOR:

We are seeking an experienced individual to work alongside our research team to execute a number of mixed-methods projects ranging from developing vaccine confidence educational resources for students in nursing, medicine, and pharmacy to working with newcomer populations to address reductions in childhood vaccination access and uptake. The Research Manager will work closely with our Director of Research & Community Engagement on overall project management and execution, data analysis, grant and report writing, and will have the opportunity to be involved in manuscript writing and be first author.

DESIRED SKILLS & EXPERIENCE

- Qualitative or quantitative research experience
- Experience managing research or project teams
- Experience executing and coordinating a project(s) from start to finish
- Ability to take initiative and manage tasks independently
- Strategic thinking and ability to balance a number of responsibilities and set priorities
- Strong coordination and organizational skills
- Strong writing (i.e. experience submitting publications and grant reporting)
- Experience leading or supporting grant submissions
- Team player and collaborator
- Experience with evaluation methods (i.e. impact and measurement, survey experiments, etc.)
- Masters degree (preferred, not necessary)
Research & Innovation Manager
or [Insert your dream title here - we want to dream with you!]

A Day in the Life of the Research Manager

Imagine starting your day by brewing your favourite coffee or tea, entering your home office or local cafe and jumping in the Google Workspace to kick off your day. Your day is scattered with internal and external meetings and, of course, blocks of dedicated work time for you to focus on your priorities. Depending on the day, you might be hopping on Google Meet for a virtual coffee hangout with the rest of the 19 to Zero team or lacing up your runners to get outside for a Wellness Wednesday walk or Peloton workout. Ultimately, you get to make your day whatever you want it to be! Start early-end early, start late-end late, or whichever combination works best for you. Oh and we forgot to mention, your health and wellbeing are our number one priority, so we are flexible on when and how much time-off you take! At the end of each day, you will be able to reflect on the amazing team that you get to work alongside as you prepare for what the next work day might bring!

Learning & Development Opportunities

At 19 to Zero we are dedicated to supporting our teams’ professional and personal growth. We support this through:

- Personalized Learning and Development Plans with quarterly check-ins
- Everyone on our team has access to an Audible account because we want to foster your curiosity and learning
- We support our team to attend workshops, conferences, networking events, and training programs
- We are a flexible team that works in a matrix model. This supports cross-learning and experience outside of your area of expertise

The Details  This position is a full-time contract role. This is also a remote/virtual position.

HOW TO APPLY

If interested, please submit a cover letter and resume/ C.V. to Theresa Tang, COO of 19 To Zero (theresa@19tozero.ca) and Madison Fullerton, Director of Research and Community Engagement (madi@19tozero.ca).

At 19 to Zero we want to ensure that our employees, volunteers, practicum students, etc. are working in areas they are most passionate about so if you have any other professional interests or skills we would love to hear about them in your cover letter!