

**Nipissing University**  
**JOB DESCRIPTION**

<b>JOB TITLE:</b>	Community Engagement Coordinator
<b>DEPARTMENT:</b>	Rare Dementia Support Canada
<b>CLASSIFICATION:</b>	Coordinator B
<b>WAGE GRADE:</b>	WG 60
<b>EMPLOYMENT DEFINITION:</b>	Full-time – 4 Year Term
<b>SUPERVISOR:</b>	Director, Rare Dementia Support Canada
<b>DATE CREATED/REVISED:</b>	March 2026

**This position is 100% externally funded by The Hilary and Galen Weston Foundation.**

**SUMMARY OF FUNCTIONS:**

Rare Dementia Support (RDS) Canada is a multi-component support community for people affected by rare dementia and a centre for rare dementia education and research. RDS Canada’s vision is for all individuals living with, affected by, or at risk of a diagnosis of rare dementia have access to information, tailored support, guidance and connection with others affected by similar conditions. Led by Nipissing University (NU), RDS Canada is funded by The Hilary and Galen Weston Foundation.

Reporting to the Director, RDS Canada, the Community Engagement Coordinator contributes to the implementation of Rare Dementia Support Canada’s strategic marketing and communication strategy. This role is central to strengthening our visibility, building our membership, connecting with diverse audiences, and ensuring that people living with rare dementia, families, practitioners, and the public know about the support, education and research we provide.

The Coordinator will be responsible for producing creative, story-driven content for distribution across multiple print and digital channels that aligns with RDS Canada’s brand and enhances the profile of research, support and education. The Coordinator will act as the lead for RDS Canada designated events and campaigns, working in close collaboration with colleagues in Marketing & Communications and RDS Canada, to implement marketing strategies and campaigns including writing stories and advertising copy, preparing media releases, developing speaking notes, creating content for social media posts, editing web content, and editing videos.

**DUTIES AND RESPONSIBILITIES:**

**Awareness, Outreach & Engagement**

**(30%)**

- Develop and implement strategies to raise awareness of RDS Canada’s services and events
- Build relationships with community organizations, healthcare providers, and advocacy groups to grow membership, awareness and sponsorships
- Support event promotion through digital and community channels
- Design and execute an annual RDS Canada strategy to maximize member engagement with RDS Canada services and resources
- Gather feedback from RDS Canada members, constituents and funders to improve outreach efforts
- Create and implement an annual RDS Canada donor’s campaign, including a focus on lead sponsor acquisition to build financial sustainability in cooperation with Advancement and Campus Sales & Services

## Communications & Content

(30%)

- Create engaging content for social media, newsletters, and blogs to highlight services, events, and community stories
- Facilitate RDS Canada's social media accounts and grow online engagement
- Assist with website updates to ensure information about services and events is current and accessible
- Act as a primary voice on RDS Canada's social media channels by writing posts and responding to messages and comments
- Develop and adhere to standards for continuity and consistency of image and brand voice for RDS Canada marketing and communications collateral
- Respond to inquiries and comments across platforms with empathy and professionalism
- Ensure messaging reflects inclusivity, accessibility, and compassion
- Ensure the collection and use of RDS Canada member data is in compliance with all relevant privacy legislation

## Event & Media Relations Support

(25%)

- Collaborate on the promotion and implementation of awareness campaigns, webinars, education initiatives, research outputs and community events.
- Provide communications support before, during, and after events (e.g., live coverage, recap posts, videos).
- Provide media relations support to the RDS Canada by drafting media releases, fact sheets, backgrounders and speaking notes and responding to media inquiries as required
- Pitch stories to media outlets as directed

## Knowledge Transfer

(15%)

- Proactively identify compelling stories and leads in support of the RDS Canada's strategic priorities
- Stay abreast of the latest research and emerging knowledge in rare dementia support and care
- Identify audiences, tactics, messaging, and methods of evaluation to ensure communications activities support objectives

Any other duties as assigned.

## QUALIFICATIONS:

**Education:** Degree in Communications, Public Relations, Journalism, Marketing or a related field

*Training and/or experience may be substituted for formal academic training at the discretion of the University.*

## Training, Experience, Knowledge & Skills Required:

- One to three year's experience as a writer, public relations, communications or marketing specialist
- Experience in the field such as post-secondary marketing and communications, corporate, non-profit or government marketing and communications, journalism, public relations, copywriting, social media content creation, or media relations
- Excellent interpersonal skills
- Experience in community engagement, communications, or outreach (nonprofit or health-related experience an asset)
- Knowledge of people living with different forms of dementia and an awareness of Canadian dementia care is considered an asset
- Strong writing and storytelling skills with the ability to adapt tone for different audiences
- Familiarity with social media management tools and basic website editing (WordPress, Squarespace, or similar)
- Ability to work independently, manage multiple priorities, and collaborate with a small team
- Motivated, adaptable, and committed to producing high quality work

- Empathy, creativity, and commitment to inclusive communication
- Criminal Reference Check, with vulnerable sector screening

**RELATIONSHIPS/CONTACTS:**

**Supervised by:** Director RDS Canada

**Internal Contacts:** NU staff, students, and faculty

**External Contacts:**

- The Hilary and Galen Weston Foundation staff
- RDS Canada members (i.e. people living with rare dementia, family members and other care partners, health and social care practitioners)
- Provincial and territorial dementia care and mental health services (e.g., Alzheimer Society of Ontario, MINT Memory Clinic, Seniors Mental Health, Ontario Behavioural Supports, Anishinaabek Dementia Care)
- Other health and social care practitioners (e.g., Community Aphasia Programs, Clinical Neurological Programs, Regional Geriatric Programs)
- Dementia research programs in the university and college sectors
- Other Rare Dementia Support organizations
- RDS Canada funders
- Knowledge exchange and mobilization organizations (e.g., Brain Xchange, NICE)

**MATERIALS UTILIZED:**

- RDS Canada website and handbooks
- General office equipment
- Various software applications including web browsers and Microsoft Office
- Project management software
- Social media management software
- RDS Canada research publications

**PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS**

- Focus on computer screen for moderate periods of time
- Comfortable work environment
- Evening and weekend work required occasionally

I have read my position description and it has been reviewed with my supervisor. I understand what my duties and functions are, and I will carry out all of my responsibilities as herein described.

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Employee Name (please print)

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Employee Signature

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Date

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**Approvals**

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Supervisor

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Date

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Human Resources

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Date