



Asthma Canada is a national, charitable, volunteer-driven organization solely dedicated to enhancing the quality of life and health of the 3,000,000 Canadians living with asthma and respiratory allergies through education, advocacy and research. Our vision is to empower every Canadian with asthma to live an active and symptom-free life.

We are currently seeking a Part-Time Communications Officer to join our small, dedicated and dynamic team.

Reporting to the Manager, Programs and Services s/he will support the organization by developing communications strategies, internal and external messaging, providing support to mission delivery and fundraising programs, building strong brand recognition and increasing the organization's national profile.

This is a **part-time contract position of 3 days per week, from December 2017 – December 2018**, offering flexible work arrangements during regular hours of operation.

Key Accountabilities & Responsibilities:

Communications Planning: Create, implement and evaluate communications strategies and plans that align with the organization's strategic plan.

Website Development: Manage the Asthma Canada website and its content. Monitor the effectiveness of the website using analytic software and make changes as required.

Social Media: Manage and curate content; engage clients and extend reach.

Education and Fundraising Materials: Create materials, including newsletters, infographics, email blasts, reports, and education resources.

Graphic Design: Design and create unique and innovative electronic and print collateral to support programs and services, fundraising, advocacy and education. Collaborate with the Asthma Canada team to produce attractive and appealing visual communications.

Branding: Ensure articulation of Asthma Canada's brand and position is clear and consistent.

Media Relations: Respond to and coordinate media requests. Develop news releases, fact sheets, key messages and backgrounders. Plan media launches; act as, or work with, designated spokesperson and coordinate interviews for print, TV and radio.

Education and experience:

- Post-secondary degree in communications, public relations, journalism or related field
- 3 - 5 years of communications/public relations experience
- Social media and web development expertise
- Proficiency with Adobe Photoshop, Adobe InDesign and Adobe Illustrator
- Proficiency with WordPress and Constant Contact
- Project Management experience

Knowledge, Skills, and Abilities:

- Strong writing, proofreading, editing, and research skills with the ability to synthesize information/data
- Intermediate level graphic design skills with the ability to creatively communicate information visually
- Strong attention to detail
- Ability to effectively work under pressure independently and in a team
- Ability to meet deadlines and produce quality work
- Strong interpersonal and communication skills
- Knowledge and appreciation for the non-profit or health sector an asset
- Bilingualism is an asset
- A great sense of humour!

We thank all applicants; however only those selected for interviews will be contacted.

No phone call inquiries will be accepted. Qualified applicants are invited to submit a resume, covering letter and salary expectations to info@asthma.ca by October 15th, 2017. Please include Communications Officer in the subject line.

For more information visit www.asthma.ca

