

## Communications and Marketing Specialist

**Posting Date:** January 23<sup>rd</sup>, 2024

**Posting Close:** February 19<sup>th</sup>, 2024 (applications being reviewed on rolling basis)

**Status:** Full-Time, Permanent

**Salary Range:** \$45,000-\$54,000 yearly

**Head Office:** Toronto, ON

**Position Location:** Hybrid

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*Are you passionate about communications and marketing? Do you want to work for a great cause with a small team at a national health charity? Are you looking for an exciting role with growth opportunity and the ability to make a difference in people's lives? Then, this is the job for you!*

### About Us:

Asthma Canada is the only national charity solely devoted to improving the quality of life for people living with asthma and respiratory allergies. For 50 years, Asthma Canada has proudly served as the voice of all Canadians affected by this chronic disease. We empower patients with evidence-based information, education programs and support asthma research in Canada. Our mission is to help Canadians with asthma lead healthy lives through education, advocacy, and research.

When you join the Asthma Canada team, you become part of a small but mighty group of professionals with a shared passion for making a difference for the asthma community. We can provide you with flexible working hours, a hybrid work environment, health benefits, a competitive salary, vacation package, and the opportunity to grow with the organization.

### Overview of the Role:

This is an excellent opportunity for a self-motivated professional with 1-2 years of communications experience, looking to build their career in the healthcare and non-profit sector. The ideal candidate for this role is proactive, enthusiastic, persistent, and can work well independently and in a small team environment. The successful candidate is a critical thinker with exemplary relationship building skills and has a passion for helping others.

Reporting directly to the Director, Programs and Services, the Communications and Marketing Specialist will support the organization by executing communications strategies, provide support to mission delivery and fundraising programs, and manage the organization's website, social media channels, and email marketing initiatives, and help build strong brand recognition to increase

Asthma Canada's national profile.

### **Duties and Responsibilities:**

Content Creation:

- Develop powerful storytelling campaigns highlighting our impact and mission results to drive fundraising and community engagement.

Website Management:

- Oversee the website, ensuring content is up-to-date, accurate, and aligned with Asthma Canada's mission and values.

Graphic Design:

- Create visually appealing graphics, images, and multimedia content to support the organization's branding and communication efforts.

Digital Management:

- Own and manage all digital channels, including the website, email marketing campaigns and social media platforms.
- Respond to inquiries, comments, and messages across various communication channels in a timely and professional manner.
- Monitor digital performance metrics, analyze data, and optimize campaigns and touchpoints for better reach and impact.

### **Required Skills and Core Competencies:**

- Post-secondary degree/diploma in Communications, Marketing, or a related field.
- 1-2 years of relevant experience in communications, ideally within a healthcare or non-profit setting.
- Strong graphic design skills, proficiency in Canva, Adobe Creative Suite or similar tools.
- Proficiency with website management (WordPress) and social media platforms.
- Experience in executing successful email marketing campaigns and platforms (e.g., Constant Contact).
- A drive to learn, problem-solve, and troubleshoot both independently and collaboratively.
- Organizational skills, including the ability to manage simultaneous projects effectively.
- Exceptional verbal and written communications skills in English. French language skills are considered a significant asset.
- Displays exceptional passion and empathy for helping others.

Please submit your resume and cover letter to [acma@asthma.ca](mailto:acma@asthma.ca). Please indicate **"Communications and Marketing Specialist"** in your subject line.

*While we wish to acknowledge all applicants, only those selected for an interview will be contacted.*

*Asthma Canada values the diversity of the people it hires and serves. Diversity at Asthma Canada means fostering a workplace in which individual differences are recognized, appreciated, respected and responded to in ways that fully develop and utilize each person's talents and strengths.*

*Asthma Canada is committed to making the recruitment process accessible to all candidates. Accommodations for disabilities are available upon request.*

*For additional information on our vision, mission and values (Client-focused, We Listen, Caring and Compassionate, & Collaborative), and to learn more about Asthma Canada's programs please visit [www.asthma.ca](http://www.asthma.ca).*