



Communications & Engagement Specialist

Posting Close: September 18, 2026 (applications will be reviewed on rolling basis)

Organization: Asthma Canada

Location: Toronto, Ontario (Hybrid)

Employment Type: Full-time, Permanent

Salary: \$70,000-75,000

Reports to: Vice President, Mission, Advocacy & Research

About Asthma Canada

Asthma Canada is the only national registered charity solely dedicated to helping people with asthma in Canada lead healthy, symptom-free lives. We provide education, advocacy, and research support to improve asthma care and raise awareness of the seriousness of the disease and related conditions.

Position Summary

The Communications & Engagement Specialist is responsible for Asthma Canada's public communications and community engagement, helping educate and empower people in Canada living with asthma, as well as their caregivers and healthcare providers. The role focuses on developing accessible, evidence-based educational materials and engagement initiatives that further Asthma Canada's charitable mission to improve asthma awareness, prevention, and control.

This position combines communications and content development with community outreach, helping expand Asthma Canada's reach and impact through digital education, partnerships, and volunteer engagement.

Key Responsibilities

Education, Awareness & Community Engagement

- Develop and deliver national asthma education and awareness campaigns, including content aligned with relevant health awareness days and observances.
- Create accessible print and digital educational materials, including webinars, video content, and patient stories, for people with asthma, caregivers, and healthcare professionals.
- Build and maintain relationships with people living with asthma across Canada, connecting them to Asthma Canada's programs, volunteer opportunities, and advocacy initiatives.
- Collaborate with clinical and research experts to translate complex medical information into clear, engaging public education resources.

Communications & Digital Growth

- Manage Asthma Canada's social media presence across platforms, including content development, scheduling, and audience growth.
- Create and distribute email campaigns and newsletters to Asthma Canada's subscriber community using existing email marketing tools, including list maintenance and segmentation.

- Maintain and update asthma.ca content, including news, resources, event promotion, and program information.
- Track engagement and reach across digital channels to measure impact and inform content strategy.
- Develop reports, proposals, advocacy materials, press releases, and media communications that support and promote Asthma Canada's programs.

Fund Development & Donor Engagement

- Support the development of compelling donor communications that reflect Asthma Canada's mission, brand, and program impact, including efforts that connect our patient community to opportunities to support the organization.
- Collaborate with development staff and external partners/vendors to ensure fundraising campaigns and donor stewardship materials are consistent and on brand.

Qualifications

- Post-secondary degree or diploma in communications, marketing, public health, education, or a related field.
- Minimum 3 years of experience in public education, community outreach, or communications within a nonprofit, health, or charitable organization.
- Strong writing, editing, and verbal communication skills, with experience in health and public education content.
- Proficiency with graphic design tools (e.g., Canva), email marketing platforms (e.g., Constant Contact), website content management, and organizational social media channels.
- Comfort and proficiency using AI tools to support content development, research, and communications, with a commitment to authentic voice, quality, and responsible handling of patient and health information.
- Passion for improving the lives of people living with asthma or chronic disease.

Why Join Asthma Canada

By joining Asthma Canada, you'll help make a measurable difference in the lives of over 4.8 million people in Canada living with asthma, working alongside a passionate team dedicated to education, advocacy, and research.

We offer:

- Competitive salary and health and dental benefits
- Generous vacation and personal leave
- Flexible working hours
- Hybrid work environment (Toronto; in-office Tuesdays and Thursdays, new office at King and Strachan opening November 2026)
- Professional development opportunities



How to Apply

Please submit your resume and cover letter to acma@asthma.ca. Please indicate "Communications & Engagement 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 (Empathy, Adaptability, Accountability, Respect), and to learn more about Asthma Canada's work, visit www.asthma.ca.