



Job Posting: Community Initiatives – National Program Manager

12-month contract position

Do you have a background in marketing and sales and a passion for the non-profit sector? We are seeking a skilled program manager with experience in program development and implementation to support strategic initiatives within the school sector.

Food Allergy Canada is a national charity and Canada's leading patient organization committed to educating, supporting, and advocating for the more than 3 million Canadians impacted by food allergy. We focus on improving the daily quality of life of individuals and families by providing education and support needed to effectively navigate food allergy, building informed and supportive communities, and acting as the national voice on key patient issues.

To fully support the ambitions of our organization, we need to add dedicated resources against building and enabling community capability for the management of food allergy. The first priority for this role will focus on the school community and ensure the successful uptake of our school resources.

KPIs

- Increase the reach of Food Allergy Canada programs
- Drive awareness and adoption of existing programs
- Identify opportunities for program improvement
- Establish provincial champions

We have two primary school assets targeting the school community:

- AllergyAware – developed in collaboration with Leap Learning Technologies this online educational program helps teachers and childcare workers understand food allergy, how to prevent reactions and treating them if they happen.
- All About Allergy Program for grades 4 to 6 – a curriculum linked program that educates and enables the next generation on food allergy and anaphylaxis developed in collaboration with the Sweet Caroline Foundation with the pilot launched in May 2022.

Role Summary

The Program Manager is responsible for

- Leading the national rollout of the All About Allergy school program
- Increasing the awareness and uptake of AllergyAware
- Building momentum & support for stock epinephrine in schools

Key Accountabilities:

- **Liase with national organizations** – work with Sweet Caroline Foundation and Food Allergy Canada on building a cohesive, unified school program that meets the needs and requirements of both organizations.
- **Incorporating learning from the pilot into program content** – More than 100 schools are expected to complete the pilot and their input on content and rollout plans will be instrumental the success of the national launch.
- **Develop, the launch plans** – develop marketing, distribution, dissemination, and measurement plan including how to engage school district managers, superintendents and principals to support these programs.
- **Stakeholder engagement** – engage with key stakeholders (school audience) to build awareness and secure support of the school programs and discussions related to stock epinephrine
- **Lead current schools communications** – we currently outreach via email to schools across Canada on a quarterly basis, you would take over the communications and look at ways to improve engagement.

Skills and Qualifications

- College/university degree
- Minimum 5 years of program management experience
- Experience working with schools, either as a teacher/assistant, or with administration considered an asset
- Preferred to be bilingual, but not mandatory
- Experience in marketing and promotions including campaign development and implementation; expertise in drafting communications, editing, working with graphic designers, etc.
- Understanding of how to engage with key stakeholders in the education sector
- Proven ability to collaborate and work effectively with others
- Organized and detail oriented, with many moving parts and deadlines, ability to multi-task and prioritize is a necessity

What is required to be successful in this role?

- **Ability to think like a business and act as a charity.** Taking a prudent approach to maximize the impact of our donor dollars.
- **Be guided by a passion for the cause.** We are group of highly qualified individuals who are passionate about our cause and motivated to push through to get to real impact, while maintaining a balanced approach.
- **Ability to set priorities against where the greatest impact can be made.** We have an endless list of things we could do as all good acts may be valuable. The challenge is to have the discipline to focus on activities which yield the greatest impact.
- **See every opportunity to generate financial support.** In the end, we are a charity and rely on our donors to help fund our efforts. We deliver real value to our audiences and need to seek out every opportunity to reinforce that value and ask for their support.

This role is a minimum 12-month contract. While our office is Toronto based, the role can be fulfilled from any location across Canada working from a home office. Please submit your resumé and cover letter to info@foodallergycanada.ca **by August 15th, 2022** and put “Application for Community Initiatives – National Program Manager” in the subject line.

Kindly note that while all applications will be reviewed, only selected candidates will be contacted within 2 weeks of the submission date.