



## **Job posting: Marketing Communications Specialist**

Do you have a background in marketing communications and a passion for the non-profit sector? We are seeking a Marketing Communications Specialist with experience in digital and social channels and campaign management to help us elevate our brand and create awareness of the organization.

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. Visit [foodallergycanada.ca](http://foodallergycanada.ca) to learn more.

### **Role Summary**

The Marketing team is responsible for building, engaging, and retaining our target audiences (individuals and families affected by food allergy, healthcare professionals, and educators). As the Marketing Communications Specialist, you will be responsible for assisting with member/donor acquisition, engagement, and retention as well as support the overall Food Allergy Canada team to ensure a consistent member experience throughout their lifecycle across all segments.

### **Key Accountabilities**

- Execute on various marketing communications activities, including campaign management, collateral development, direct mail/email campaigns, webinar administration and back-end management of our website
- Lead and execute our digital efforts across our website and social media to support the acquisition and retention activities of the team
- Lead the execution of the monthly newsletter, including building the editorial calendar, curating the content, putting it into layout, and pushing it out to our audience
- Monitor performance of each campaign, including the development and management of KPIs and recommend changes based on insights
- Work with our CRM system to improve our data integrity and create reports to help us more efficiently target and market to our various audiences, including the creation of scripting/forms to ensure the right data is being captured in the system
- Work with external vendor/agency relationships to ensure campaigns are managed on time and on budget
- Work closely with our internal and external partners/stakeholders to ensure a flawless member/donor experience through an efficient use of internal resources

### **Skills and Qualifications**

- Post-secondary diploma or degree in marketing or relevant experience required
- Minimum 2 years of experience in marketing communications
- Fluent in social media and digital communications, including digital advertising, SEO, Google Analytics, and social community management
- Detail oriented with all deliverables. This means thoroughly reviewing and checking the accuracy of your work prior to finalizing, focusing on the task at hand and paying attention to the small details.

- Proven ability to successfully collaborate with vendors/agencies/external partners and work effectively with others internally
- Strong project management and organizational skills with experience managing many moving parts
- Ability to multi-task and manage multiple deadlines in a fast-paced environment
- Excellent written and verbal communication skills, with superior editing and proofreading skills
- Excellent computer skills in Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Excellent people skills, ability to work with various people across multiple contexts; cross-functional experience, a team player with a positive “can do” attitude
- Knowledge in webinar platforms (GoToWebinar), social media management tools, media monitoring tools, Canva, WordPress, and basic graphic design skills an asset
- Bilingualism is considered an asset

This role is full-time and located in Toronto, ON. Please email your resumé and cover letter to [info@foodallergyca.ca](mailto:info@foodallergyca.ca) by **February 29, 2024** and put “Application for Marketing Communications Specialist” 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.***