



Role: Marketing Communications Specialist

Status: Full-time, 12-month contract

Reports to: Vice President, Marketing, Communications, and Engagement

Overall responsibility:

The Marketing team is responsible for building, engaging, and retaining our target audience (primarily individuals affected by food allergies). The Marketing Communications Specialist will be responsible for assisting with donor/member 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. The position is located in Toronto, Ontario, Canada.

Specific responsibilities:

- Execute on various marketing communications activities, including collateral development, direct mail/email campaigns, webinar development and back-end management
- Lead our digital efforts in online and social media to support the acquisition and retention activities of the team
- 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
- Write articles, including interviewing medical professionals and experts, and being able to translate complex thoughts and research into lay friendly terms
- 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
- Help to create and curate content, in general, to build a repository of articles that can be used for various purposes internally and externally
- Manage the collateral inventory process, and create a repository for samples – both in-house and competitive
- Support the wider Food Allergy Canada team in their marketing/communications initiatives, including presentation development, editing, and key message development
- 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 donor/member experience, efficient use of internal resources and doing what is best for the larger organization and ultimately the more than 2.6 million Canadians with food allergies that we work to serve

Skills, experience, qualifications:

- Post-secondary diploma or degree in a related field or relevant experience required
- 2+ years of experience in marketing communications
- Fluent in social media and digital communications, including digital advertising, SEO, Google Analytics, and social community management
- Experience in writing articles, and interviewing subjects
- Proven ability to successfully collaborate with vendors/agencies/external partners
- Strong project management and organizational skills with experience managing many moving parts
- Ability to multi-task and manage multiple timelines in a fast-paced environment
- Excellent written and verbal communication skills, with superior editing and proofreading skills – an eye for detail is a must
- Excellent computer skills in Microsoft Office (Word, Excel, PowerPoint, Outlook), knowledge in webinar platforms (GoToWebinar), WordPress, and basic graphic design skills an asset
- Excellent people skills, ability to work with various people across multiple contexts; cross-functional experience, a team player with a positive “can do” attitude
- Proven focus on customer experience and retention
- Strong analytical skills, understand data analytics and CRM systems
- Demonstrated initiative and follow through
- Resourceful, innovative, and creative – can do a lot with a little
- Bilingualism is considered an asset

How to apply: Please provide your cover letter and resume for consideration by January 31, 2018. All applications should be emailed to info@foodallergycanada.ca.

About Food Allergy Canada:

Food Allergy Canada educates, supports and advocates for the needs of people living with food allergies (including the serious risk of anaphylaxis). We also support and participate in food allergy research. Since 2001, we have worked tirelessly on behalf of millions of Canadians who live with food allergies to improve their quality of life. Some of our notable achievements include:

- Our advocacy efforts to make food labels in Canada easier to understand and ushering in ground-breaking legislation that protects students at risk of anaphylaxis (Sabrina’s Law)
- Our Newly Diagnosed Centre which provides information and support needed to navigate food allergy management
- A learning portal – www.AllergyAware.ca – where educators and care providers can access free courses to learn how to manage food allergies

Our focus for 2017 will be on continuing to make a real impact and improve the daily quality of life for this community, including:

- Continuing our efforts in dining out to ensure you can eat out safely
- Supporting youth to live confidently with food allergies and post-secondary institutions who welcome them on campuses across the country
- Helping families with newly diagnosed children get the support they need from the moment of diagnosis
- Ensuring your voice is heard across government and industry to improve allergy awareness in key sectors (like transportation, food labelling, human rights to name a few)

Visit our website at foodallergycanada.ca.