

The Lung Association of Saskatchewan is searching for a motivated, seasoned marketing professional for the position of Manager, Marketing & Communications. Reporting to the Director of Marketing & Development, the Manager of Marketing and Communications supports the development and delivery of internal and external marketing, communications, fundraising and engagement initiatives to increase awareness for The Lung Association of Saskatchewan.

The Lung Association of Saskatchewan believes that good lung health is essential for everyone's well-being and quality of life. Our programs and services focus on protecting lung health, preventing lung disease, and ensuring that the right resources are available for those who need them. Thanks to our work, Saskatchewan has seen tremendous strides in lung health policies, research, education, and patient support programs.

RESPONSIBILITIES

Strategy and Brand:

- Promote and protect The Lung Association of Saskatchewan brands and reputation.
- Maintaining superior knowledge of The Lung Associations mission, strategies and programs in order to be responsive to stakeholders.

Communications

- Write and edit content for various internal and external documents including our annual report, direct mail, and breathe chronicles.
- Oversees the development of content for monthly e-newsletter.
- Delivering and telling Ambassador stories in an effective manner that resonates with stakeholders and inspires them to take action.
- Preparing copy for print or broadcast.

Marketing

- Responsible for overseeing website and social media content developed by the Marketing Coordinator.
- Participate in the planning, development, implementation and evaluation of year-round integrated marketing strategies for Health Promotion and Community Care campaigns.
- Develop, or supervise the development of graphic materials.
- Applies established graphic standards to all materials and supports other staff to do same.
- Manages the collection, culling and dissemination of photos as needed.
- Creates accurate, clear specifications for print and other designed products, works with suppliers to ensure satisfactory delivery.

Public Relations

- Provides communications and media relations support for events, campaigns, and activities.
- Track and monitor earned media.
- Participating in community events and striving to expand The Lung Association's network within the community.

- Work with Development and Marketing team to organize fundraising event and award recognition event.
- Acts as communications liaison at events, which includes media relations, audio visual logistics, taking photographs and video, and/or coordination of photographers.

Online Media Engagement

- Work with Director and Coordinator to develop strategies and tactical plans for the deployment of social media content supporting revenue campaigns, advocacy campaigns and programs and services activities.
- Oversee all social media messaging across Facebook, Twitter, Instagram, LinkedIn, YouTube, and other appropriate social media channels.
- Work with the Coordinator and Enterprise Technology to ensure effective messaging and branding across all websites.
- Manages social media response for issues management and stakeholder concerns in collaboration with Marketing team.

QUALIFICATIONS/EDUCATION/EXPERIENCE

- University or college degree or diploma in communications or a related field with five or more years of relevant experience in a communications / marketing role.
- 1 – 3 years of relevant experience managing staff.
- Software proficiency in Microsoft and Adobe Create Suite applications is required; knowledge and experience with web content management systems (Drupal CMS preferred).
- High level of proficiency in writing skills. *Please include samples of your work with your resume.*
- Valid driver's license is required and access to a vehicle.
- Experience in a not-for-profit environment would be an asset.

PERSONAL ATTRIBUTES

- Outstanding communications skills – written and verbal
- Excellent organizational and time management skills with ability to meet competing deadlines
- Prompt, self-reliant and detail oriented
- Ability to take initiative and practice good decision making and problem solving
- Ability to be flexible and respond to a diverse workload
- Sensitive to issues of disability, lung health and diversity
- Actively engaged in social media and familiar with new social media vehicles
- Ability to work collaboratively and build relationships with internal and external constituents
- Excellent attention to detail

HOURS

- Normal office hours between Monday to Friday 8:30 am to 4:30 pm with occasional evening and weekend working hours.
- Combination work from home / in office.
- Attendance at events for communications support as required.

Interested applicants should submit a cover letter and resume with salary expectations by November 4th to;

Deborah Kies
Director, Marketing and Development
Deborah.kies@lungsask.ca

We thank all applicants for their interest, but will only contact those selected for interviews.