



Reporting to the Executive Director, the Director of Communications and Stakeholder Relations will lead the development of the Association's communications products and stakeholder engagement strategies. Superior writing, editing, and advocacy skills are principal requirements.

Communications

- Creates and distributes media advisories, press releases and other documents
- Fields inquiries and arranges interviews for Board members, Executive Director or other designated spokespersons
- Develops and implements initiatives that would serve the association's membership in their grassroots communications initiatives thus increasing the benefit of being a member
- Supports communication goals of the association regarding provincial, national and global advocacy for issues relevant to the Canadian PA profession
- Helps build brand recognition
- Develops, maintains and promotes collateral for members and interested external organizations that circulate updated news about member research, teaching, and service
- Responsible for social media content on all platforms (Facebook and Twitter, monitoring news and conversations on Twitter)
- Ensures content for the news bulletin, campaigns and other materials is produced in a timely fashion
- Coordinates the design of reports, publications and other products
- Develops and maintains updated speaking points and key messages
- Manages contracts with external suppliers and agencies
- Liaises with translators to facilitate the timely translation of materials
- Tracks, evaluates and grows metrics
- Ensures the achievement of expected timelines and deliverables

Advocacy and Stakeholder Relations

- Develops an Advocacy Strategy that will further advance the political agenda of the association and clearly reflects the organization's strategic plan
- Supports the organization's staff and board in developing and maintaining strategic partnerships with government, external organizations and sponsors/supporters
- Establishes short and long-term goals including building new relationships, while strengthening existing relationships with all external stakeholders, including: the media, government, affiliated organizations
- Plays an active role and support Board of Directors in soliciting government and other stakeholder groups for the advancement of the profession
- Ensures systems are in place to track and record the contributions of stakeholders
- Actively participates in, accepts assignments, and/or leads campaigns for investment, new services and enhancing relationships with governments, regulators and health care professions

- Takes advantage of networking opportunities with personal, professional and organizational affiliations, and attend functions and events that serve to effectively identify and steward strategies tailored for advancement for the profession, investment, education and raising awareness
- Develops relationships with industry and government to partner in the development and integration of the PA profession and the association's agenda
- Collaborates with the Board of Directors, and staff to develop goals and targets, and measure success while maintaining reporting systems to ensure the expectations of stakeholders are achieved
- Other duties as required

Qualifications

- Bachelor's degree in communications, marketing, business, or equivalent combination of experience and education.
- 3-5 years of communications (writing and editing), marketing, preferably in a not-for-profit environment
- Strong writing and editing skills
- Ability to think critically, results oriented
- Ability to be flexible and adaptable to changing priorities
- Innovative thinker with a track record for translating strategic thinking into action plans and output
- Strong customer service skills, with the ability to collaborate and liaise with various stakeholders
- Demonstrated ability to be flexible and adaptable to changing priorities, and to organize, prioritize work and manage multiple projects with high efficiency, accuracy and enthusiasm
- Strong knowledge and understanding of current trends in digital media/social media
- Proven ability to work both independently and in a team based environment
- Positive track record in building and maintaining respectful and effective relationships with senior managers, staff, board of directors and volunteers
- Strong attention to detail
- Knowledge of graphic design is an asset
- Ability to work in French and English

Interested and qualified candidates are invited to submit their resume along with a cover letter to the attention of Sandra Bourgon – sbourgon@capa-acam.ca by 31 August 2020. Note that applications will be reviewed as they are received, and interviews will commence immediately with suitable candidates. Please combine documents into a single WORD or PDF and reference both your name and "Communications and Stakeholder Relations" in the file name. We thank all those who apply however only those selected for an interview will be contacted.

CAPA offers fair market value compensation and a comprehensive employee benefits package.