

## **Job Title: MARKETING & COMMUNICATIONS MANAGER**

*January 2024*

### **Company Profile:**

The Canadian Association of Gastroenterology (CAG) ([Canadian Association of Gastroenterology \(cag-acg.org\)](http://cag-acg.org)) is a dynamic non-profit national organization of approximately 1,100 members focused on providing accredited educational programs in gastroenterology and hepatology and promoting research in gastrointestinal health and disease. The CAG also leads initiatives to promote patient care and to ensure timely access to quality service across Canada. From the Oakville, Ontario-based national office a small staff manages and facilitates projects of the Board of Directors, Operations Committee, members, and other partners.

### **Position Summary:**

The CAG is seeking a full-time Marketing and Communications Manager to join our team. In this role, you will be responsible for planning, implementing, and managing communication strategies, both internal and external, that effectively promote the CAG's objectives, policies, programs, and membership, through the creative development and delivery of content across print, digital and electronic platforms. This will include researching, writing, editing, proofing, and posting information that effectively supports the CAG's marketing and communications goals and objectives.

As a small NPO, CAG offers a friendly, small-team hybrid work environment, with some flexibility in work hours, a competitive salary, and a comprehensive group benefit plan. The candidate will work out of the Oakville office two days a week, with potential for (minimal) travel. Some evening and weekend work may be required.

### **Job Duties & Responsibilities**

Coordinating the development (design and content) and production of internal and external communications and marketing materials such as brochures and handbooks, event programs, newsletters, website, media releases, advertisements, annual reports, templates, videos, posters, banners, and other promotional and fundraising material:

- Develop and maintain editorial/communications calendars to ensure accurate, timely and approved communications.
- Monitor analytics and create periodic reports detailing trends of communications strategies.
- Develop, coordinate, and maintain all aspects related to the CAG website. This includes HTML and content management systems such as Joomla. Oversee the development and implementation of CAG's new database system.
- Develop and implement strategic communication plans for the Association.
- Create, coordinate, and implement all aspects related to social media channels for the Association.
- Design and develop all promotional materials for email, website and social media posts, events, sponsorship opportunities, etc. This includes:

- CDDW™ items, one-pagers, infographics, data charts.
  - Media releases
  - Membership communications
- Create, implement, and maintain CAG media toolkit that includes branding guideline, letterheads and templates, email communication templates.
- Create member communications and membership data export lists and statistics.
- Evaluate and upload job postings onto CAG website.
- Develop and manage CAG membership surveys.
- Process and track external survey requests.
- Edit audio and video media files for webinars and podcasts.
- Liaise with the CAG's academic journal team in communication initiatives.
- Evaluate current processes to ensure user-efficiency.
- Support CAG team with design and communications initiatives
- Other duties as assigned.

### **Skills & Qualifications**

- College diploma or university degree in Communications, Journalism, Public Relations, Marketing, or other related field.
- 5+ years' experience in a communication/public relations/media role; preferably in a non-profit organization.
- Excellent verbal and written communication skills.
- Bilingualism (English/French) is a strong asset.
- Excellent working knowledge of Microsoft Office programs, website (Joomla extensions), Google Analytics.
- Demonstrated proficiency in publication, social media, and website content management programs.
- Excellent team and project management skills, with a strong attention to detail and high level of accuracy.
- Demonstrated ability to plan and coordinate activities with others to achieve goals.
- Demonstrated ability for taking initiative and assuming responsibility with organizational and problem-solving skills. A proven strategic thinker who can put plans into action and work comfortably in an entrepreneurial, small team environment.
- Deadline-oriented – with strong organizational skills with demonstrated decision making judgment with the ability to respond to competing priorities.

**Note:** The CAG office is a hybrid work environment, where staff are required to attend the Oakville, Ontario office Tuesdays and Wednesdays, with the option of working from home the rest of the week.

Candidates matching the above requirements are asked to submit a resume with a cover letter, including your salary expectations, to Stuart Johnston at [stuart@cag-acg.org](mailto:stuart@cag-acg.org) on or before **JANUARY 18, 2024**, using **Marketing & Communications Manager** as the subject line. The Canadian Association of Gastroenterology sincerely thanks all applicants but only those who are short-listed will be contacted.