



Established in 1925, the Canadian Dermatology Association (CDA) is a member organization that advocates for dermatologists across Canada, underscoring their essential role in the healthcare system. As a community of Certified Dermatologists, we are dedicated to advancing the science of dermatology encompassing over 3000 skin, hair and nail conditions. Our commitment extends beyond professional support; we also protect and educate the public through comprehensive educational initiatives and our product recognition program.

The CDA is seeking an **Integrated Communications Coordinator**.

Reporting to the Director, Integrated Communications, this entry-level position plays a key role in supporting the strategic and operational deliverables for CDA's marketing and communications efforts. The successful candidate will be an enthusiastic communicator with strong writing and design skills, and will be responsible for the coordination, content development, and distribution of the CDA's monthly eNewsletter, the management of all CDA social media accounts, and other digital communications. Additionally, this role will support the implementation of marketing, media, member and public facing communications plans.

Duties and Responsibilities

Communications and Digital Marketing

- Assist in the implementation of integrated marketing and communications plans to increase brand awareness, member engagement, and public support.
- Coordinate the development and distribution of digital communications (eNewsletter, e-blasts, campaign reports, member updates).
- Write and adapt content for various platforms and audiences, including web, email, and social media.
- Design visual materials (e.g., infographics, social media graphics, event promotional material) using InDesign, Canva, or similar tools; perform basic video editing as needed.
- Maintain an organized digital filing system and support the tracking of project progress using Microsoft 365 tools (e.g., SharePoint, Excel).
- Monitor and respond to internal/external communications and marketing inquiries.
- Assist in tracking key analytics (email, website, social media) and support monthly or campaign-specific reporting.

Social Media and Public Relations

- Support the development and scheduling of social media content, including the content calendar, copywriting, and basic design.
- Monitor and track media coverage; support the creation of media reports.
- Assist in the implementation of media relations activities as directed (e.g., press release formatting, outreach coordination).

Campaigns, Promotions, and Member Engagement

- Support the development and delivery of public awareness campaigns and member-focused promotions (e.g., recruitment, retention, surveys).
- Assist in the development and implementation of engagement tools such as online surveys and post-event evaluations.
- Coordinate communication logistics for campaigns and member initiatives, ensuring timely delivery of promotional materials.

Required Skills and Experience

- Post-secondary education in communications, marketing, public relations, or a related field.
- Minimum of 1–2 years' experience in a communications or marketing role.
- Experience creating and managing email campaigns using tools like Mailchimp or similar.
- Experience executing communications plans, media outreach, social media campaigns, and coordinating newsletters or digital publications.
- Strong graphic design and video editing abilities (preferably using Adobe Creative Suite tools like InDesign and Illustrator).
- Familiarity with Google Analytics and social media management platforms (e.g., Sprout Social).
- Excellent organizational and project coordination skills.
- Strong writing skills with demonstrated ability to craft effective and engaging content for social media and digital platforms.
- Strong oral and written communication skills in English; attention to detail in proofreading and content quality.
- Effective collaboration skills to work with internal staff and stakeholders and support the team in the execution of organizational initiatives.
- Knowledge of media monitoring tools (such as Meltwater).
- Ability to manage numerous concurrent priorities and meet multiple deadlines in a fast-paced environment.
- Bilingualism (English/French) and experience working in an association or not-for-profit environment are assets.

This is a hybrid position based in Kanata, Ottawa, requiring two days per week in the office. The salary range for this position is \$55,000 to \$67,000. The Canadian Dermatology Association also offers a comprehensive benefits package, including health and dental coverage, employer RRSP contributions, and paid vacation.

To find out more about the association, please visit our website at www.dermatology.ca.

To apply, please submit your résumé and cover letter to careers@dermatology.ca.

While we sincerely thank all those that apply, only those selected for an interview will be contacted.

The Canadian Dermatology Association is an equal opportunity employer. If you are a qualified person with a disability, you may request reasonable accommodation throughout the recruitment, selection and/or assessment process.