

B R E A T H E

the lung association

POSITION TITLE: Coordinator, Health Promotion and Public Education
LOCATION: Provincial Office, Toronto
REPORTS TO: Director, Health Promotion and Youth Engagement
EFFECTIVE DATE: Immediately

About The Lung Association:

The Lung Association is dedicated to helping all Canadians breathe. Our community of donors, patients, researchers, volunteers and professional staff are dedicated to ensuring Canadians have the healthy lungs, body, and clean air, which are vital to healthy breathing.

We want to ensure that no one takes their breathing for granted, and strive for better breathing for all.

This is an opportunity to join a team at an exciting point in time – an opportunity to build on your experience, grow your skills, and make a true difference in the lives of all those that struggle to breathe.

To view our latest Annual Report: <https://breathe-annual-report.floating-point.com>

Position Overview

Working as a member of the Programs team, with close linkages to Marketing and Communications, this position is responsible for developing and implementing health promotion and education programs that provide vital information to the public on lung health, and support those living with conditions that affect their breathing.

Under the supervision of the Director, Health Promotion and Youth Engagement, and working closely with the Director of Marketing and Communications, as well members of the Respiratory Health and Marketing and Communications teams, the role will be responsible for maximizing the reach and impact of lung health-focused content and messaging, delivered through publications and resources, e-learning tools, webinars, and the organization's website.

Main Responsibilities:

Publications / Resources:

- Works with internal teams and leads to evaluate, develop, and implement a comprehensive approach to our health publications and informational materials for the public.
- Leads the ongoing development and management of lung health publications and key projects, managing timelines, deliverables and content.

- Works closely with Marketing and Communications leads in planning and coordinating content strategies,, which includes writing, editing and approving health-specific content that can be found in fact sheets, fliers, one-pagers, rack cards, brochures, infographics, social media images, web banners, e-signatures, print ads and more.
- Works with both internal and external partners in monitoring and updating key health statistics and clinical / economic cost data, and serves as the internal lead on such matters.
- Works with internal staff to manage the distribution and inventory of printed and electronic program materials, as needed.
- Reviews and analyzes reach reports for both stakeholder reporting and future program planning.

Webinar Series / e-Learning Tools

- Develops and implements a webinar series, online workshops and e-learning tools that provide vital information on lung health and lung disease. Responsible for planning, developing, facilitating, and evaluating such education programs. Works in partnership with Marketing & Communications and/or Development leads if any of such e-learning tools are tied to partnership proposals.
- Collaborates with internal partners to determine overall goals, plan annual calendar and develop effective communication strategies.
- Responsible for coordinating all external guest webinar speakers and resources, including day of event logistic, preparing announcements, coordinating materials and evaluation tools.
- Work with IT team and other business stakeholders, to continuously survey the market landscape for solution insights, direction, vendors, and best in class methods.
- Reviews, analyzes and presents evaluation results for future program planning.

Digital Health Content:

- Works with internal teams in developing engaging, high quality health content for a range of digital channels including website, social media and e-publications.
- Works closely with Marketing and Communications leads to support the audience journey through our website / contact management system and oversees the integration of e-learning resources and tools.
- Manages the online inventory of publications and e-commerce solution, ensuring systems are providing appropriate levels of support.
- Works with the digital team to define and measure appropriate digital key performance indicators for both stakeholder reporting and future content planning.

Operations and Support:

- Serves as the health content liaison for the Programs team, ensuring that there is an integrated approach to the coordination and dissemination of health messaging and information to the public, across platforms.

- Serves as the health content liaison for the Marketing and Communications team, ensuring accuracy and consistency of health messaging on various channels including website, social media and publications.
- Works with vendors and internal partners to ensure that all project deliverables are met on time, on strategy and on budget.
- Participates in the budget planning process and manages budget pertaining to applicable programs
- Supports reconciliation of monthly internal financial reports, day to day review and approval of all estimates and invoices.
- Attends briefings, research discussions, focus groups, ideation sessions etc. as required.
- Ensures program resources are updated on internal SharePoint site for field teams.
- Analyzes current and new processes and systems to improve productivity.
- Supports the writing and development of grant proposals and other duties as assigned.

Knowledge and Skill Requirements:

- Superb written communications and editorial skills in different media, with commitment to quality and strategic understanding of message positioning, information design and usability.
- Superior verbal communications and interpersonal skills, with the ability to deal with all levels of staff, volunteers and suppliers, providing impeccable customer service.
- Proven success in content management, developing and implementing health promotion and / or communications plans.
- Excellent organizational and project management skills, ability to multi-task and work under tight deadlines with advanced organization skills and strong attention to detail.
- Ability to drive change and manage performance in a cross-functional environment.
- Proficiency with Microsoft Office applications. Knowledge of Wordpress and LMS systems viewed as an asset.
- Resourceful, results-oriented with a positive, "can do" attitude.

Experience and Education:

- Post-secondary education in public health administration or related field, or an equivalent combination of education and work experience.
- Minimum three (3) to five (5) years related and relevant experience developing, managing, and implementing community awareness, education, and programs specifically related to areas of public health.
- Non-for-profit experience in a health charity an asset.
- Valid driver's license and access to own vehicle as needed.

Work Environment:

- Willingness to work flexible hours; some evening and weekend work is required
- Willingness to travel.

To apply, please email your resume and cover letter, along with salary expectations, to Geeta Thomas, Director - Human Resources, at gthomas@lungontario.ca.