



Canadian Skin Patient Alliance
Alliance canadienne des
patients en dermatologie

for patients, by patients

Communications Assistant Summer 2021

About the Canadian Skin Patient Alliance

The Canadian Skin Patient Alliance (CSPA) is a national not-for-profit organization dedicated to promoting skin health and improving the quality of life of Canadians living with disorders that affect skin, hair and nails. We educate and raise awareness about the impacts of skin disorders, support patients, and advocate on behalf of our community for improved access to treatment and care across the country. We also serve as an umbrella organization for Canadian patient groups and organizations that deal with specific skin disorders.

Primary Responsibilities

- Prepare a social media content planning calendar for the year
 - Research awareness days, holidays, other relevant dates, etc.
 - Draft a content calendar listing type of content such as awareness campaigns, motivational posts, self-care tips, holidays, advocacy issues, and content related to CSPA's Affiliate Members
- Prepare a library of social media posts
 - Research content from CSPA's official publication, Canadian Skin and À Propeau magazines, website and other evidence-based resources
 - Create messaging for posts
 - Create posts for all platforms using graphic design software
 - Create a social media archive
- Assist Communications Manager in ongoing social media needs of the organization including:
 - Preparing ongoing social media related to awareness campaigns
 - Preparing and updating CSPA website content
 - Preparing other related and evidence-based communications materials

Skills & Competencies

- Ability to work in English is mandatory; ability to work in French is preferred
- Highly organized with strong project management skills
- Ability to work independently and as part of a team, move projects from conceptual stages to launch, and handle multiple and often competing deadlines
- Adaptability, open-mindedness, willingness to learn

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Skills to be developed through this role

- Customer service
- Teamwork
- Communication
- Digital skills

Scope

This is a full-time position for eight weeks at 35 hours per week. A flexible work schedule is permitted. The team is working from home until further notice, and this position will work remotely.

Accountability

This position reports directly to the Communications Manager.

To Apply

Please email the Communications Manager at info@canadianskin.ca by June 9, 2021. Provide your CV and a letter describing your skills, experience and interest in our organization. Please include your contact information with email address (preferred) and/or phone number where you can be reached.