

Founded in 1925, the Canadian Dermatology Association (CDA) represents over 800 certified dermatologists across Canada. The association exists to advance the science and art of medicine and surgery related to the care of the skin, hair, and nails, by providing continuing professional development for its members, supporting and advancing patient care, and raising awareness through thought-provoking public education campaigns. The National Office manages a budget of over \$3 million with an Ottawa based team of professionals.

Currently, the CDA requires an experienced **Director, Integrated Communications**.

Reporting to, and working closely with, the CEO, the Director, Integrated Communications is responsible for creating and executing the integrated communication strategy to support the delivery of the CDA's strategic plan objectives. This position is a key member of the CDA's management team and is responsible for, all aspects of the integrated communications strategy and execution. This function will provide critical vision and support to refine and deliver the CDA value proposition to members and stakeholders over the next 5 years.

The successful candidate will be an inclusive leader with exceptional communication, coaching and team engagement skills. You must be a strong leader who thrives in leading through change, comfortable with both the strategic and operational aspects of this role. You are a seasoned communications professional with previous health care or medical speciality Board experience who can lead the corporate communications function with the full adoption of contemporary practices. As a key advisor, you have strong relationship management skills and emotional intelligence, where you understand and manage the dynamic between a Board of Directors and senior management. As the ideal candidate, you value the important role certified Dermatologists play in improving patient care and health outcomes and understand the role of a national medical speciality association.

Key Roles:

Leadership

- As the lead member of the senior CDA leadership team for communications, provide thought leadership and execution in all aspects of CDA's communications by setting the direction, implementing the strategy, and monitoring the CDA environment.
- Create a high-performance culture by collaborating with management and all employees to establish a positive and productive work environment.
- Establish and maintain key stakeholder relationships regarding CDA Board, member and stakeholder groups, manage issues and provide surveillance to maintain the CDA's reputation and brand.
- Lead the Marketing and Communications Team, keeping them informed and engaged by providing ongoing performance feedback, coaching and guidance.

Corporate Communications Strategy

- Work in close partnership with the Board, and the senior leadership team to create and cascade the integrated communication strategy to internal team members responsible for deployment and activation.
- Oversee the development and implementation of the CDA's brand building strategy and initiatives.
- Provide to CEO and Board regular "state of the brand" reports, insights, and analysis to track ROI on communication and marketing initiatives
- Identify potential reputational risks or opportunities for the CDA to act upon, particularly as they relate to emerging issues and opportunities.

Corporate Communications Operations

- Oversee the strategic implementation of the CDA Communications Strategy, with solid project management tools and reporting structures.
- Develop and execute a robust internal communications plan to support our strategic direction & priorities to meet organizational objectives, reflect the CDA's strategy and values and aligns with the Association's communications strategy.
- Develop and deliver media training to prepare members, Board members, and staff for interviews and speaking engagements.
- Manage the corporate communications team, ensuring individual objectives are met within stated performance standards, and deliverables and projects are on time, within budget, and according to the defined scope, with the highest degree of quality and accuracy.

Corporate Communications Channel Management/Project Management

- Direct the development of multimedia and digital communications, including website, portal, videos, newsletters, and social media accounts, with internal staff and/or external contractors.
- Oversee production of national communications products, publications and advertisements (e.g., brochures, guides, presentations, videos, speeches, statements).
- Ensure appropriate messaging strategies for various projects or programs, create clear key performance indicators that are most relative to the success of the campaign, initiative, or activity.
- identify and implement means to evaluate the ongoing relevance and effectiveness of the strategy and adjust strategy and messaging accordingly.

Required Education, Skills and Experience

- Must have a **minimum of at least 10 years in leadership roles** regarding corporate communications, media relations, issues management (healthcare/not for profit or medical speciality association experience strongly preferred).
- **Proven management of all aspects of corporate communications** such as media management, crisis communication, consumer/member segmentation, journey, communications measurement models, agency management including creative, PR, media monitoring)
- Demonstrated leadership and people management experience that inspires the team, teaching and mentoring peers, with a personal goal to achieve both team and corporate success.
- College diploma or bachelor's degree, with a concentration in journalism, communications, advertising or marketing or equivalent experience.

- Communication Management Professional (CMP) certification or the Strategic Communication Management Professional (SCMP) certification would be a strong asset.
- Excellent verbal and written communication skills; strong presentation and storytelling capabilities; proven experience with presenting and reporting to Boards and/or Senior Executives.
- Must be comfortable with ambiguity - flexible and adaptable, leading by example
- Strategic focus on corporate results while managing organizational issues and competing priorities.
- Proven track record of success facilitating progressive organizational change and development within a transforming organization.
- Ability to participate in Board meetings on regularly scheduled evenings and occasional weekends.
- Bilingualism (English and French) is an asset.

Core Competencies for Success

- Managing People – ability to work cooperatively with team members, ability to build both formal and informal professional relationships, ability to collaborate with other members in pursuit of common missions, vision, and goals.
- Managing Self – high drive, personal and professional standards.
- Technical Knowledge – strong positional technical knowledge, client-focused, developing organizational strategies with keen attention to detail, key advisor
- Communication – exceptional communication for results, both orally and in writing.
- Solutions Oriented – strong problem-solving skills with the ability to think analytically and lead others to get things done.

The Canadian Dermatology Association is an equal opportunity employer. In accordance with the Accessibility for Ontarians with Disabilities Act 2005, upon request, accommodation will be provided throughout the recruitment, selection and/or assessment process to applicants with disabilities.

To apply for this leadership position, please submit your résumé, cover letter and salary expectations by November 5, 2021 to careers@dermatology.ca

Successful candidate must provide proof of full vaccination against COVID-19.

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