

Communications Assistant Summer 2022

About the Canadian Association of Psoriasis Patients

The Canadian Association of Psoriasis Patients (CAPP) was formed in 2012 to serve people impacted by psoriasis and psoriatic arthritis. CAPP's mission is to be a resource to these people by improving their quality of life, raising awareness, providing education, advocating for better access to care and treatments, and supporting research.

Primary Responsibilities

- Assist Communications Manager in development of Branding Guide
 - Define essential elements of the branding guide
 - Create a core colour palette
 - Define typography , voice, imagery etc
- 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 psoriatic disease
- Prepare a library of social media posts
 - Research content from CAPP's newsletter, 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 communications needs of the organization including:
 - Preparing ongoing social media related to awareness campaigns
 - Preparing and updating CAPP 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

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 remote work can be accommodated if agreed to by the Executive Director.

Accountability

This position reports directly to the Communications Manager.

To Apply

Please email the Communications Manager at communications@canadianskin.ca by May 31, 2022. 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.