



## **MANAGER, PUBLIC AFFAIRS & COMMUNICATIONS**

### **Permanent Full-time Position - Remote**

#### **POSITION DESCRIPTION**

Lung Cancer Canada (LCC) is undertaking a nation wide search for a Manager, Public Affairs & Communications.

In this newly created position, the Manager, Public Affairs & Communications is a champion for Lung Cancer Canada's (LCC) efforts as the national voice of lung cancer patients in Canada. The position is responsible for maintaining and enhancing the organization's media relations, communications and external publications and programs.

The Manager, Public Affairs & Communications is a communications strategist with experience in media relations, health communications, government relations, digital communications, and stakeholder collaboration.

The position serves as a member of the Senior Management Team and reports to the Executive Director (ED), and directly supports the Marketing & Communications Committee and the Advocacy Committee.

#### **RESPONSIBILITIES**

##### **Public Affairs**

- Drive LCC's advocacy strategy, working with internal experts to identify and respond to opportunities for media relations, industry consultations and government relations
- Develop and implement public engagement strategies
- Develop materials to support public affairs strategies, including press releases, briefing notes, speeches, all digital content (podcasts, webinars, social media)
- Work with subject-matter experts to draft relevant policies, position statements, or submissions related to cancer care (eg, HTA process, CADTH, pCODR and INESSS)
- Work with LCC's patient support team to ensure LCC presence at relevant community events, and develop appropriate materials
- Develop and maintain relationships with media and LCC spokespeople
- Track the development of relevant issues and prepare recommended responses for timely statements and announcements



**LUNG  
CANCER  
CANADA**

AWARENESS. SUPPORT. EDUCATION.

**CANCER  
PULMONAIRE  
CANADA**

SENSIBILISER. SOUTENIR. ÉDQUER.

## Communications

- Develop an annual strategic communications plan to help fulfill the goals of the LCC strategic plan
- Develop communications strategies and work plans to support LCC's vision and goals
- Participate in team and organizational planning, supporting the strategic plan, and setting and tracking departmental KPIs
- Produce and disseminate annual report to members
- Maintain and enhance LCC website content
- Provide strategic communications advice and support to the senior leadership team
- Work closely with Executive Director and Board of Directors to determine appropriate communications strategies to reach and engage patients, families, and health care professionals
- Translate scientific information and concepts into clear and concise language in order to maximize understanding among patients, families, and health care professionals
- Expand and enhance LCC's online presence including social media and website content
- Help identify, develop and improve educational materials and other tools that will serve as resources for patients, families, and health care professionals
- Ensure consistent messaging and branding across all communications

## Administration

- Lead, manage and mentor the Public Affairs and Communications team
- Prepare and manage the Public Affairs & Communications Department annual budget

Other duties as assigned to meet the needs of the organization.

## **ESSENTIAL SKILLS**

- Ability to develop comprehensive communications plans and deliver on objectives
- A passion and aptitude for writing and storytelling, and high-level skills in all aspects of content development, from messaging to creative
- Team player who respectfully works with colleagues at all levels of the organization, and can provide necessary leadership, management and strategic direction
- Ability to adjust to changing priorities
- Ability to identify problems, opportunities, and solutions
- Ability to cultivate and maintain positive relationships with members and partners
- Strong understanding of current and emerging digital technologies, and experience using social and web for messaging
- Strong project-management skills
- Tact and judgement to deal with inquiries from the public, media, and related organizations
- Excellent oral and written communications skills (e.g. presentations to senior leadership, board, committees, and external partners)
- Strong communications skills (written and spoken) in English is a priority, and fluent bilingualism is preferred



## **EDUCATION, PROFESSIONAL DESIGNATION(S) & EXPERIENCE**

- At least five years of broad internal and external communications experience, preferably a senior role in an NGO/not-for-profit/charity and/or multi-stakeholder environment
- College diploma or university degree in English, journalism, communications, public policy, public relations or a related discipline
- Experience working with senior volunteers and executive members
- Experience leading a team
- Experience with media relations in a medical/public education context
- Experience in the cancer care environment is an asset

## **ABOUT LUNG CANCER CANADA**

Lung Cancer Canada is a registered national charity that serves as Canada's leading resource for lung cancer education, patient support, research and advocacy. Lung Cancer Canada has a wide reach that includes both regional and pan-Canadian initiatives. Lung Cancer Canada is a member of the Global Lung Cancer Coalition and is the only organization in Canada focused exclusively on lung cancer.

## **PERSONAL ATTRIBUTES**

As a small but expanding national charity, LCC is a collaborative workplace. Staff are communicative, flexible, and interested in how they can support each other's work and the efforts of a large volunteer network. Success of LCC depends in part on our public profile and reputation as a credible, patient-focused organization. As such, staff take great care in the organization's patient supports, events and communications. The successful candidate is able to think strategically (big picture) and make things happen tactically (products and services).

## **WORKING ENVIRONMENT & TRAVEL**

LCC seeks to execute on its mission through a highly virtual environment. In general, all roles within LCC require extensive computer usage at a home office. Occasional travel may be required.

## **LCC EMPLOYEE VALUES**

LCC and its members work to increase public awareness of lung cancer, to support and advocate for lung cancer patients and their families, and to provide educational resources to patients, family members, healthcare professionals, and the general public. LCC employees liaise with lung cancer patients, their families and caregivers, oncologists, other health professionals, allied organizations and others involved in lung health. While each staff member brings a unique mix of skills and experience to their position, we also commit to reflecting the LCC mission in how we approach our work. As such, LCC staff are expected to adhere to LCC's human resources guidelines.



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**Should you be interested in this position, please submit your cover letter, resumé and salary expectations to: [careers@lungcancercanada.ca](mailto:careers@lungcancercanada.ca)**

Lung Cancer Canada is an equal opportunity employer and encourages all qualified applicants to apply. LCC welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.