



Senior Manager, Knowledge Exchange and Community Information

FULL-TIME PERMANENT

TORONTO, ON (Hybrid)

Role Description

The **Senior Manager, Knowledge Exchange and Community Information** is a new role at the ALS Society of Canada responsible for delivering on our strategic priority to support people affected by ALS in making informed decisions. The success of this area will contribute to positioning ALS Canada as the trusted resource for ALS information within Canada.

This role encompasses both the development of an online resource of information for people to access on their terms, as well as programming to engage and empower the community. The incumbent will take the lead on developing an online hub that supports the information needs of the Canadian ALS community.

This includes identifying resourcing supports to bring that vision to life, and leading the execution of strategic deliverables, including developing and curating content about the realities of living with ALS topics such as the current status of clinical trials, therapy development and research.

With a mandate to provide the ALS community with the information they need to be educated and informed about research, care and advocacy, this role will involve partnering with patients, caregivers, and others with lived experience of ALS to ensure that all programming and content is informed by the people most affected.

You are a creative self-starter who is motivated by the opportunity to build something new and meaningful for the Canadian ALS community. You understand the value of knowledge mobilization and have an interest in disseminating information about research and care in an effective and meaningful way to a variety of audiences and through a multiple medium. With a keen awareness of how your work connects with other areas of the organization and community, you are able to effectively identify and manage external resources to produce quality products and content within a limited budget. Flexibility, comfort in an evolving role with few precedents, and savvy in navigating a complex, multi-stakeholder environment are traits that will enable you to be successful in this role. You are able to admirably balance a high volume of work with high-quality output.

Work Environment



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Though ALS Canada is currently working remotely, this is a hybrid role and may involve in-person work where required and as appropriate given recommendations by health authorities.

What You Will Do:

Platform and content development and ongoing management

- Working with the Manager, Marketing Projects and external website developers, lead the development and launch of a new online information hub that positions ALS Canada as the go-to resource for the Canadian ALS community of people and families affected by the disease.
- Identify, curate, develop, and publish content about ALS care and research that responds to the needs of the ALS community, with a strong focus on audience needs and end user experience.
- Ongoing creation and revision of content about what amyotrophic lateral sclerosis is and key statistics about the disease.
- Work with the Strategic Communications, Marketing, and Community Services teams to disseminate and promote the content being produced via multiple channels (e.g. e-newsletters, social media organic and paid content, earned media, webinars, etc.)

Community Ambassadors program

- Oversee the annual Canadian ALS Learning Institute from promotion through to delivery and evaluation.
- Lead the ALS Canada Community Ambassadors program, collaborating with colleagues from research and stakeholder relations to develop monthly meeting agendas and identify and coordinate opportunities for ongoing engagement.
- Participate as an observer in monthly meetings of the patient education and advocacy committee (PEACe) of the Northeast ALS Consortium as a bridge to the Community Ambassadors program.

Align and effectively manage human and financial resources

- Manage external vendor relationships including website developers, videographers, writers, graphic designers, etc.
- Develop and track annual budget, ensuring good fiscal management and wise use of donor dollars.
- Refine and track annual leading and lagging performance indicators.

Other

- Contribute to, champion and comply with brand and style guidelines to ensure ALS Canada is positioned in a clear and consistent way in all internal and external initiatives.
- Serve as an ambassador for the organization and attend events as required.
- Other duties as required.

What we are looking for:

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- Five to seven years progressive experience in journalism, communications, adult-education resource development or a related field.
- Post-secondary education in journalism, communications, or a related field.
- Demonstrated skills in content development and production, as well as project management.
- Excellent written and verbal command of the English language with a strong sense of tone needed for various audiences.
- Self-starter and leader of innovation with a passion for new and emerging trends in digital communications and understanding of how they can be applied to benefit the organization.
- Exceptional communications skills with the ability to effectively and sensitively liaise with the ALS community.
- High degree of judgment, political sensitivity and creative problem-solving skills including negotiation and conflict resolution skills.
- Positive, results oriented with the interpersonal skills and integrity that inspire trust and support effective collaboration.
- A keen interest in the organization's mission and mandate and desire to help make a difference to people and families living with ALS.
- Highly motivated, resourceful and driven to succeed while providing creative solutions to challenges.
- Strong strategic and analytical thinking, problem-solving, project management, organizational, consultative, facilitation, consensus-building and conflict resolution skills.
- Knowledge and application of virtual meeting software, Microsoft Teams, Office 365 and web-based tools for project management, time tracking, etc.
- Strong team player with excellent communications skills and ability to lead and work within a team setting to accomplish shared goals.
- Flexibility and adaptability to seize new opportunities and reprioritize to balance urgent and important deliverables.
- Bilingualism (English and French) an asset.
- Discretion, compassion, and emotional strength.
- Commitment to ALS Canada's core values and modelling them to others.

Special Considerations

- ALS Canada requires all staff members to be fully vaccinated, unless they are unable for protected reasons under the Human Rights code. Staff will be asked to sign our Vaccine Policy and submit a copy of their vaccination certificate.

Apply Today!

Submit a **cover letter and resume** in pdf format to jobs@als.ca by end of day December 5, 2022. Please be sure to indicate the job title in the email subject.

ALS Canada would like to thank all applicants for their interest; however only those selected for an interview will be contacted.



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Why join ALS Canada?

A charitable organization that lives its values of accountability, collaboration, compassion, integrity, dynamic, and respect, the ALS Society of Canada is working to change what it means to live with amyotrophic lateral sclerosis, an unrelenting and currently terminal disease.

Grounded in and informed by the Canadian ALS community, we respond to the urgent unmet need for life-changing treatments by investing in high-quality research that will fuel scientific discovery and by engaging industry, supporting increased clinical capacity, and advocating for equitable, affordable, and timely access to proven therapies.

Responding to the tremendous need for current and credible ALS knowledge, awareness, and education, we empower Canadians affected by ALS to navigate the current realities of ALS, be informed consumers of ALS information, and advocate effectively for change. In Ontario, we provide direct community services to help people navigate ALS.

Founded in 1977, we are a registered charity that receives no government funding – our work is powered by generous donors who share our vision of a future without ALS.

Our world is challenging. The people we serve are dealing with a devastating illness. But in the midst of it, their resiliency and spirit are remarkable and moving. You will be touched by the community and will find a way to engage naturally and effectively.

ALS Canada is committed to accommodating the individual needs of job candidates, in accordance with the Accessibility for Ontarians with Disabilities Act (AODA), ALS Canada is committed to accommodating applicants with disabilities within our recruitment processes. Please contact the HR department at jobs@als.ca if you require an accommodation during the recruitment process.

ALS Canada is committed to being an equitable employer, we strongly encourage people from equity seeking groups to apply.