

Health Promotion Manager

Reports to: Executive Director

Key Relationships:

Executive Director, Professional Advisory Council, Dietitians Working Group, CCA interns, Peer Supporter Network

Key Responsibilities:

Communications and Education

- Play a lead role in the development of evidence-based educational materials (newsletters, website content, brochures, position papers, etc.), events (e.g., conferences, webinars) and other activities about the gluten-free diet and celiac disease for the celiac community, health professionals, health care facilities, educational institutions, food industry and food service sectors
- Manages and is the lead monitor of CCA's Facebook Group by managing membership, responding to posts and content
- Responds to celiac and food related questions via phone, emails and letters
- Connect clients with peer supporters or nutrition counselling with contracted dietitian
- Work with CCA digital communications staff to develop and recommend social media content in support of outreach and awareness
- Conduct media interviews (radio, television, print and online)
- Represents the CCA and/or speaks at celiac and food related conferences/exhibitions
- Support the dietetic community with respect to knowledge translation and mentoring dietetic interns
- Manage the CCA Peer Supporter network by manage new registrations and maintaining the list for referrals

Networking and Advocacy

- In collaboration with the Executive Director, liaise with Health Canada and the Canadian Food Inspection Agency and other government departments about food labelling and regulatory issues
- In collaboration with the Executive Director, liaise with the food industry and food service sectors about food labelling, product development and product issues.
- Liaise with various organizations such as Dietitians of Canada, restaurant associations, health care associations, educational institutions and others about celiac disease and the gluten-free diet

Research

- Review celiac and food/nutrition related research and communicate relevant information with appropriate stakeholders
- Identify research needs

Strategic Planning and Project Management

- In collaboration with the Executive Director, identify and prioritize needs and contribute to the development of strategic plan
- Lead and/or participate in various CCA projects
- Oversee CCA Dietetic interns

Qualifications:

January 2021



- Baccalaureate degree in Nutrition
- Registration with the College of Dietitians of Ontario
- Experience with celiac disease
- Experience in patient education or counselling
- Ability to collaborate effectively as a member of the Canadian Celiac Association
- Highly motivated and flexible
- Excellent oral and written communication skills
- Media experience (print, radio, television, online)
- Excellent interpersonal, communication and organizational skills
- Ability to work independently with minimal supervision
- Demonstrated ability to utilize critical thinking and problem-solving skills
- Demonstrated attention to detail and efficient time management
- Demonstrated belief in lifelong learning and evidence-based practice
- Working knowledge of Microsoft Office programs (Word, Excel, PowerPoint, Office) and familiar with Facebook or other online social platforms
- French language skills an asset but not required

Additional requirements:

- Must show proof of professional liability and home insurance (if working at home) coverage
- Required to sign confidentiality agreement and CCA Behavioral Performance agreement
- Must be eligible to work in Canada
- Some travel may be required

Employment Conditions:

- Full-time permanent employment
- Hours can be flexible depending on programs, services and time of year
- Flexible location: full-time home-based office or part-time in CCA National Office

Salary: \$50,000 - \$55,000 plus health, dental, vacation benefits

How to apply:

Please send cover letter and resume to careers@celiac.ca. Applications close: February 1, 2021. Please no phone calls. Successful applicants will be contacted. To learn more about the Canadian Celiac Association, please visit www.celiac.ca.