

Director, Communications and Public Engagement

Marketing & Communications | Toronto



The Opportunity:

As Director, Communications and Public Engagement, you will be the senior voice and strategic lead for all nationwide communications and the public engagement strategy for Arthritis Society Canada. Reporting to the Vice President, Brand, Direct Marketing and Communications, you will shape our public narrative, strengthen our presence across channels, and drive public engagement that builds awareness, credibility and mission impact. Working collaboratively across departments, you will ensure clear, consistent messaging and compelling storytelling that elevates our profile with the public, stakeholders and partners. You will provide strategic leadership and oversight to the communications and public engagement team. The Director is a member of the national leadership team of the organization.



What We Do:

Arthritis Society Canada is on a mission to fight the fire of arthritis with the fire of research, innovation, advocacy and information and support. That's because arthritis robs six million Canadians of their mobility, mental and physical well-being, and in some cases, their livelihood. It is Canada's most common chronic condition, and there is no cure.



Why Join Us:

A career with us is more than just a job. It's an opportunity to use your talents to push back against the devastation of arthritis. Fighting the fire of arthritis gives meaning to our work, incites collective action and drives us to excellence in all we do. Our bold and ambitious strategic plan, Accelerating Impact, is propelling our work to create transformational change. We are a united, transformative and impactful culture, and we will empower you to be successful in your role and build your career. We are honored to be 3-time Canada's Most Admired™ Corporate Cultures award winners, and proud to be accredited under Imagine Canada's Standards Program.



Our Marketing & Communications Team:

Our talented Marketing & Communications team is made up of creative professionals with subject-matter expertise in disciplines including corporate communications, media relations, digital engagement, social media, graphic design and writing. They showcase and increase awareness of our critical cause and the incredible work we do, tell impactful stories and ensure arthritis is positioned as a top 5 health concern.



Key Accountabilities:

Strategy and Leadership:

- Develop and lead a national communications and public engagement strategy aligned with organizational priorities.
- Provide senior counsel to the Executive Team on organizational positioning, public communications, issues management, and thought leadership.
- Establish clear KPIs and reporting frameworks for communications, media, and public engagement performance.
- Ensure all organizational messaging is grounded in evidence and developed in close partnership with our Mission colleagues to reflect medical, scientific, and policy expertise.
- Oversee and mentor a high-performing communications and public engagement team.

Communications and Public Engagement:

- Serve as the organization's senior steward of voice, tone, and narrative across all channels.
- Lead corporate communications, including key messages, executive communications, and organizational positioning.
- Oversee media relations: proactive storytelling, reactive response, press materials, pitches, op-eds, and spokesperson coaching.
- Guide public engagement initiatives that expand national awareness, deepen public understanding of arthritis, and strengthen Arthritis Society Canada's role as a leading health charity in Canada.
- Build the organization's thought leadership platform, including opinion pieces, speeches, insights, and commentary.

Content and Editorial Leadership:

- Oversee the creation of high-quality, accessible, and compelling content that demonstrates the impact of Arthritis Society Canada's mission, research, advocacy, and programs.
- Lead the development of flagship publications including the annual report, newsletters, impact stories, and major campaigns.
- Lead the organization's editorial strategy and planning, ensuring content is timely, cohesive, and aligned with organizational priorities and audience needs.



Qualifications, Experience & Skills:

- 10+ years of progressive communications leadership experience, ideally in the nonprofit, health charity, public affairs, or broader public sector.
- Degree in communications, public relations, journalism, marketing, or related field (advanced degree an asset).
- Demonstrated success leading national communications strategies, media relations, and public engagement initiatives.
- Proven ability to translate complex or scientific information into accessible public storytelling.
- Experience leading crisis communications and managing organizational reputation.
- Skilled people leader with the ability to coach, inspire, and develop high-performing teams.
- Outstanding writing, editing, and strategic communication skills across formats and channels.
- Highly organized, with strong project planning and workback management.
- Fully bilingual (English/French) language skills.



Working Conditions:

This position is designated to our Toronto office in a hybrid model. This means you will work at least two (2) days a week from our Toronto office and the rest of the days remotely/from home. The exact days you are required to work from our office will be determined by your supervisor. This will include in-person meetings, events, retreats and other opportunities to connect and collaborate.



Some Highlights of What we Offer:

- **Performance Rewards:** Pay for performance incentive program.
- **Health & Wellness:** Extended healthcare benefits (including dental, vision, prescription drugs & disability coverage), choice of healthcare spending account and/or healthy living account, virtual 24/7 healthcare access & discounted fitness membership.
- **Time-Away Programs:** Vacation (at least 3 weeks), personal days, holiday closure & summer hours.
- **Ways of Working:** Working with us doesn't have to mean working in an office to have an impact. Our dedication to enabling you to flourish means that you can have choice and flexibility in where you work and live, subject to the needs of your role, the people you serve and our requirements. We have a hybrid working model, with home and office-based options available. We will always list a primary location which will be where you go for in-person teamwork.
- **Retirement Planning:** DCPD whereby you contribute 4% of earnings & we match this with 5%, and a convenient reduced-fees Group RRSP scheme.



Apply Now:

This job posting is for an existing vacancy. If you are interested in, and qualified for, this exciting opportunity, please submit a cover letter and resume to hr@arthritis.ca. We thank all applicants for their expression of interest, however only those selected for an interview will be contacted.

Interested in a different role or know someone that would be a great fit for our team? We are creating an organization that is an exceptional place to work and volunteer. You are encouraged to visit our official careers site at www.arthritis.ca/careers where you can view all our current job opportunities across Canada, and learn more about why you should join our team to help extinguish arthritis for good!