

<b>Job Title:</b>	Director, Membership, Education, Policy & Communications
<b>Reporting Manager:</b>	Chief Executive Officer (CEO)
<b>Position Type</b>	Full-Time
<b>Location:</b>	Hybrid (Remote with occasional in-person meetings)
<b>Term:</b>	1-year contract (with potential for renewal)

## About the OAND

The Ontario Association of Naturopathic Doctors (OAND) is the professional association representing Ontario’s licensed naturopathic doctors. Our mission is to advance the profession, advocate for health equity, and foster innovation and sustainability in integrative healthcare.

## Position Overview

The Ontario Association of Naturopathic Doctors (OAND) is seeking a strategic, dynamic **Director, Membership, Education, Policy & Communications** to elevate the voice of naturopathic doctors across Ontario. This role will lead and integrate several core pillars of the organization and is central to shaping how OAND—and the profession at large—is understood by members, partners, and the public.

This is a senior leadership position responsible for ensuring that OAND’s membership services, professional education programs, policy development (including white papers), and communications are strategically aligned, member-focused, and impactful.

The Director will own and lead OAND’s communications strategy and content development, ensuring consistency of voice and positioning across platforms and audiences. This includes full editorial oversight of newsletters, white papers, policy briefs, web content, social media messaging, and member communications — ensuring that all communications reflect OAND’s mission, strategy, and member priorities.

You will also oversee external-facing consultations (delivered through the regulator, CoNO) to ensure integration into the broader communications and strategic positioning of the organization.

Additionally, the Director will manage and mentor a small team of staff and contractors supporting membership services, education logistics, policy research, and communications execution.

## **Key Responsibilities**

### Membership Strategy & Engagement

- Develop and oversee strategies to enhance member recruitment, retention, and engagement
- Analyze member data and feedback to continuously improve membership programs and services
- Build strong relationships with members through outreach, engagement initiatives, and responsive communications

### Education & Professional Development

- Lead the design, delivery, and promotion of continuing education programming, including webinars, workshops, and credentialed offerings
- Ensure education content is relevant, high-quality, and meets the evolving needs of members
- Oversee logistics, marketing, and reporting for all educational initiatives

### Policy Development & White Papering

- Lead the development of white papers, position statements, and policy briefs articulating OAND's positions and priorities
- Monitor the policy environment affecting naturopathic doctors and identify opportunities for proactive positioning
- Guide member consultations and ensure policy work reflects member voices and aligns with OAND's strategy
- Provide policy research, writing, and communications support for advocacy initiatives

### Communications & Content Leadership

- Develop and implement an integrated communications strategy that aligns messaging across membership, education, policy, GR and advocacy
- Lead content development across all channels: newsletters, reports, web, social media, and external publications
- Provide editorial oversight and ensure consistency of tone, positioning, and brand identity
- Collaborate with other team members to promote programs, events, policy initiatives, and membership value
- Serve as the lead storyteller for OAND, ensuring that the organization's impact and leadership are communicated clearly and effectively to members, partners, and the public

### Leadership & Collaboration

- Directly supervise and mentor a small team of staff and contractors responsible for membership experience, education logistics, policy research, and communications
- Provide clear guidance, performance feedback, and professional development support to ensure team success
- Work closely with the CEO and other senior leaders to ensure cross-functional alignment and integrated execution of organizational priorities
- Represent OAND externally with professionalism and thought leadership, including in meetings, consultations, and stakeholder engagements

### Stakeholder Engagement & Supervision

- Serve as the internal lead for communications-based consultation services delivered via the Provincial regulator, CoNO, ensuring strategic alignment
- Guide the consultation process to ensure recommendations are reflected in the voice and direction of OAND and its' members
- Collaborate with the members and the OAND team to ensure messaging supports broader strategic goals

### **Qualifications**

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field (Master's degree or equivalent experience is an asset)
- 7+ years of progressive experience in communications, public affairs, or strategic marketing (experience in the nonprofit, association, or healthcare sector is preferred)
- Exceptional writing and editorial skills across multiple formats (e.g., newsletters, white papers, digital content, and annual reports)
- Demonstrated ability to lead cross-sector messaging and stakeholder positioning initiatives
- Strong strategic thinking and ability to develop integrated communications plans that align with organizational priorities
- Proven experience working with senior leadership and managing consultants, contractors, or external agencies
- Familiarity with naturopathic, complementary medicine, or health policy sectors is considered an asset

### **Why This Role Matters**

This is a pivotal leadership position for someone who wants to shape public understanding and institutional trust in naturopathic medicine. You'll bring coherence, clarity, and strategic impact to OAND's voice—helping ensure naturopathic doctors are understood, respected, and supported across Ontario.

## **OAND is an Equal Opportunity Employer**

The Ontario Association of Naturopathic Doctors (OAND) is committed to equity, diversity, and inclusion in the workplace. We welcome applications from individuals of all backgrounds, identities, and lived experiences. We encourage applications from Black, Indigenous, and racialized persons, persons with disabilities, 2SLGBTQIA+ individuals, and others who may contribute to the diversity of our team. If you require accommodations during any stage of the hiring process, please contact us—we will work with you to meet your needs.

Please submit your resume and a tailored cover letter to **Recruiting@oand.org** with “Director, Membership, Education, Policy & Communications” in the subject line. Applications will be reviewed, and interviews conducted on a rolling basis.