

*Created by the Government of Canada in 1997, the Canada Foundation for Innovation (CFI) strives to build our nation's capacity to undertake world-class research and technology development to benefit Canadians. Thanks to CFI investment in state-of-the-art facilities and equipment, universities, colleges, research hospitals and non-profit research institutions are attracting and retaining the world's top talent, training the next generation of researchers, supporting private-sector innovation and creating high-quality jobs that strengthen Canada's position in today's knowledge economy.*

## **JOB OPPORTUNITY**

### **Manager of Stakeholder Relations and Outreach**

Reporting to the Director of Communications, the Manager of Stakeholder Relations and Outreach is responsible for overseeing the planning, development and implementation of initiatives related to promotion, partnerships, marketing and outreach with the goal of enhancing relationships and visibility with the CFI's key external audiences and users of research in all sectors. They will also oversee the CFI's internal communications. The role involves supervising those on the External Relations and Communications (ERC) team charged with public positioning, analytics, partnerships, and external and internal relations.

#### **Essential duties and responsibilities:**

- Manage the ongoing planning, development and implementation of outreach, including implementing innovative ways to liaise with and distribute content and messaging to our various audiences
- Manage and monitor the workflow of the outreach team by assigning priorities and establishing and monitoring projects and work progress
- Supervise a team of communications and marketing specialists, maintaining a productive, positive and respectful work environment
- Mentor and support training plans and evaluate performance of team members
- Help plan, manage, track and report on the annual communications budget
- Maintain an awareness and understanding of the environment in which the CFI operates by keeping abreast of federal and provincial initiatives and priorities as they relate to research and innovation, and of general trends in Canadian society
- Working with the Director of Communications and the outreach team, develop various stakeholder engagement strategies and strategic outreach and promotional plans and activities designed to foster an understanding of CFI activities as they relate to research and innovation, and to demonstrate their impact in support of government priorities

- Engage in relevant networking opportunities and foster relationships with key stakeholder groups on behalf of the CFI, and keep the pulse of stakeholders in the research and innovation community, assessing opportunities and risks to the CFI's reputation
- Work with the Events Coordinator to coordinate interactions among senior CFI representatives and appropriate networks and organizations, including academic, research institutions, and the private and non-profit sectors
- Work with outreach and creative services colleagues to help develop a range of content and messages, along with appropriate dissemination channels, for key audiences
- Provide regular updates, reports and analyses on the effectiveness of CFI outreach and promotional activities
- Provide advice and make recommendations on goals, target audiences, promotions, operations and evaluations of the Research Facilities Navigator, and employ the Navigator as a key tool for engaging with relevant stakeholder groups.

### **Requirements:**

The incumbent shall have at least five years of experience in communications and marketing, as well as the following:

#### **Knowledge**

- A clear understanding of the mandate of the CFI and of the environment in which it operates
- Thorough understanding of the applied research and knowledge translation environment, and the research and innovation ecosystem, including their challenges, stakeholders and supporting programs and organizations
- Experience with and knowledge of funding mechanisms and programs supporting research and innovation in Canada

#### **Skills**

- Demonstrated capacity to manage concurrent projects and deadlines
  - Demonstrated capacity to work well under pressure and respond effectively in a demanding environment
  - Highly developed interpersonal skills and demonstrated ability to work effectively in both official languages with people from academia and the private and public sectors
  - Self-motivation
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### **Experience**

- Demonstrated experience in developing and executing outreach and promotional activities targeting a variety of academic, industrial and government stakeholders
- Demonstrated experience in strategic thinking, research and analysis to develop stakeholder engagement frameworks and plans
- Demonstrated experience managing the work of others
- Marketing experience, preferably in an environment dedicated to the advancement of research and innovation, is an asset

### **Education**

- Degree in communications, marketing or equivalent from a recognized postsecondary institution, or an acceptable combination of education and work experience

## **LANGUAGE SKILLS**

- Proficiency in both official languages is required.

## **PHYSICAL DEMANDS**

- This is a full-time position in a hybrid work environment.
- Some travel is required.

## **SALARY**

Salary will be commensurate with qualifications and experience.

**Please send your letter of interest and CV by end of day April 2, 2023 to:**

Eric Desjardins  
Manager, Human Resources  
Canada Foundation for Innovation,  
55 Metcalfe Street, Suite 1100  
Ottawa ON K1P 6L5  
[hr@innovation.ca](mailto:hr@innovation.ca)

We would like to thank all candidates who apply. Please note that only candidates selected for an interview will be contacted.

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## Manager of Stakeholder Relations and Outreach

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The Canada Foundation for Innovation supports official languages principles, and respects Ontario's Accessibility Standard for Customer Service policy. We attempt to accommodate individual needs in keeping with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act. If you require an accommodation in order to participate in the hiring process, please contact us to make your needs known in advance.

The CFI is committed to the principles of equity, diversity and inclusion. In all our activities, we recognize that a breadth of perspectives, skills and experiences contributes to excellence in research.

Visit our [website](#) for more information about the CFI.