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With a bold, future-looking mandate, the Canada Foundation for Innovation equips researchers to be global leaders in their field and to respond to emerging challenges. Our investments in state-of-the-art tools, instruments and facilities underpin both curiosity- and mission-driven research that cuts across disciplines and bridges all sectors. The research infrastructure we fund mobilizes knowledge, spurs innovation and commercialization, and empowers the talented minds of a new generation.

Media Relations and Social Media Specialist

Reporting to the Manager of Stakeholder Relations and Outreach, the Media Relations and Social Media Specialist is responsible for the planning, development and implementation of a range of English and French media relations and social media services that present CFI-funded research and its impact on the life of Canadians in a positive and informative light. The incumbent is also responsible for working with media relations staff at all client institutions to enhance the coverage of CFI-enabled research, as well as for responding to general enquiries from media and the public.

KEY ACTIVITIES:

Media relations

- Draft and edit news releases, media advisories, backgrounders, Q&As, media lines and other written media materials.
- Work with the Manager to develop the CFI's corporate media relations strategy to ensure it aligns with communications activities and supports the CFI's overall public positioning.
- Lead the media relations and social media aspects of funding announcements, conference panels and other CFI event activities.
- Respond to media enquiries in a timely way, recommending appropriate course of action, suggesting responses and briefing spokespeople, when necessary.
- Coordinate media interviews with CFI spokespeople in a timely fashion.
- Pitch and promote research story ideas to journalists to boost coverage of CFI-funded facilities, and the researchers and research taking place in them.
- Cultivate and maintain productive relationships with Canadian and international journalists in print, broadcast, online, business, research and university media outlets.
- Develop and maintain productive working relationships with an extensive network of media relations personnel in CFI-funded institutions, government and other related organizations.
- Monitor and report on media relations metrics to assess the effectiveness of media relations activities.
- Develop plans for editorials and pitch to relevant publications.

Social media

- Lead the planning and execution of social media plans that support the CFI's public positioning.
- Develop creative and relevant content for the CFI's social media channels in both official languages that aligns with the CFI's priorities and deepens engagement with key audiences.
- Plan and implement social media promotional campaigns, including paid promotional opportunities.

Media Relations and Social Media Specialist

- Stay updated on social media industry standards and make recommendations for the implementation of new tools, platforms and tactics, when necessary.
- Monitor and report on social media metrics to assess the effectiveness of media relations and social media activities.

Other

- Provide written, editorial and logistical support for External Relations and Communications activities and projects, as required.
- Prepare reports and perform other duties, as required.

QUALIFICATIONS:

The incumbent shall have:

Skills

- Excellent written and oral communications skills in English and French and an ability to work effectively in a bilingual environment.
- A strong news sense and proven track record of pitching news stories and opinion pieces to Canadian media outlets.
- Outstanding interpersonal skills.
- Excellent research skills.
- Excellent time, project management and organizational skills.

Knowledge

- In-depth knowledge and understanding of current affairs and ability to frame CFI media activities in political, social and economic contexts.
- Extensive knowledge of social media platforms, trends and technologies, including success metrics.
- Extensive knowledge of contacts in both French and English media.
- Familiarity with trends in Canadian research, innovation and business.

Experience

- At least five years of experience in a similar role.
- Experience supporting the work of a dynamic and highly motivated team, and ability to work independently with minimal supervision.
- Proven track record of working effectively under deadline pressure and in crisis situations.
- Sound judgement and effective use of necessary discretion when dealing with the media and the public.

Education

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

PHYSICAL DEMANDS

- The 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 CV and a covering letter by end of day on July 9, 2023, to

Eric Desjardins
Manager, Human Resources
Canada Foundation for Innovation,
55 Metcalfe Street, Suite 1100
Ottawa ON K1P 5E4
hr@innovation.ca

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

The Canada Foundation for Innovation supports official languages principles, and respects Ontario's Accessibility Standard for Customer Service policy. 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 [Innovation.ca](https://www.innovation.ca) for more information about the CFI.