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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

Communications Officer - Research Facilities Navigator

(2 year contract)

Summary

Reporting to the Director of Communications, the Communications Officer is responsible for the planning, development and implementation of a range of bilingual communications activities to support and promote the Canada Foundation for Innovation's (CFI) [Research Facilities Navigator](#). These activities aim to build awareness of the Navigator, increase traffic to its website and deepen relationships and engagement with key audiences. The incumbent works closely with a dedicated team, including the Senior Officer, Stakeholder Relations, the Marketing and Analytics Specialist and other CFI colleagues to deliver coordinated and compelling campaigns that reinforce the Navigator's unique value proposition as a resource that connects users of research with leading experts and state-of-the-art equipment and facilities in Canada. The Communications Officer is part of the External Relations and Communications (ERC) team at the CFI.

Key activities

- Research and develop content for various communications products for implementing across a range of channels.
- Conduct targeted social media activities to build key audiences and foster engagement with the Navigator.
- Work with ERC colleagues to deliver supporting print and multimedia products for use in a range of traditional and online media.
- Conduct research and interview researchers from facilities listed on the Navigator and with users of the directory to develop compelling testimonials, case studies and success stories that illustrate the positive outcomes made possible through the Navigator.
- Support the CFI's outreach activities with industry and business organizations, government and other key stakeholders to execute joint initiatives.
- Distill and curate compelling content about the Navigator for use in speeches, PowerPoint presentations and other products for external audiences.
- Identify key journalists covering business, research, innovation and post-secondary beats in Canada, and pitch story ideas to enhance coverage of the Navigator.
- Support promotion of the Navigator to institutional stakeholders as an opportunity for researchers to cultivate research partnerships and collaborations and engage them in supporting external promotion.
- Represent the Navigator and the CFI at business and innovation-related conferences and events.
- Working with the Marketing and Analytics Specialist, analyze and report on a range of metrics, such as web traffic and social media engagement, to evaluate the effectiveness of communications activities related to the Navigator.

Communications Officer, Research Facilities Navigator

- Respond to media and public enquiries about the Navigator in a timely fashion, and recommend appropriate course of action to the Director, Senior Officer, Stakeholder Relations and CFI spokespeople, when necessary.
- Make recommendations for implementing new communications tools and tactics, when necessary, by employing current social media industry standards.
- Participate in annual planning for communications, public affairs, media and social media.
- Provide additional support to the Navigator team, as necessary.

Skills and knowledge

- Fluently bilingual with excellent written and oral communications skills, and ability to work effectively in a bilingual environment.
- At least 3-5 years of proven experience in a similar role.
- Excellent research and interviewing skills, and a strong news sense.
- Knowledge and insight into trends in Canadian research, innovation and business, and how communications and social media can leverage these trends.
- Extensive knowledge and previous experience with social media platforms, trends and technologies, including paid social media campaigns and measuring success.
- Degree or diploma in communications, marketing or equivalent from a recognized post-secondary institution or an acceptable combination of education and work expertise.
- Ability to work as a member of a team and independently with minimal supervision.
- Sound judgment and effective use of discretion when dealing with the media and the public.
- Excellent time and project management skills.
- Proven track record of working effectively under pressure.

Physical demands

- The position is full-time, 2-year contract.
- This is a headquarters based function with some travel requirement.

Salary

Salary will be commensurate with qualifications and experience. Benefits, including health insurance and vacation days, will be offered as part of this employment contract.

This is a full time, headquarters-based function.

Please send your CV and a covering letter by end of day on Sunday, July 14, 2019 to:

Eric Desjardins
Manager, Human Resources
Canada Foundation for Innovation
55 Metcalfe Street, Suite 1100
Ottawa ON K1P 6L5
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 language and employment equity principles, and respects Ontario's Accessibility Standard for Customer Service policy.

Visit our website, Innovation.ca, for more information about the CFI.