



Job Posting Communications and Marketing Coordinator

Reporting to: Director, Fund Development and Communications
Location: 975 Dillingham Rd, Pickering
Position Classification: Contract from October 2017 – August 31, 2019
Full-time (37 ½ hours per week)

Application deadline: **September 25th or until a suitable candidate is selected**

We are looking for a Communications and Marketing Coordinator to support our communications, marketing, and fund development efforts. Based in our Pickering office, this position reports to the Director of Fund Development and Communications and works closely with the Fund Development team, the Executive Director and regional staff members. The ideal candidate has a proven track record of coordinating and implementing communications and marketing activities, including social media and media relations; writing compelling communications pieces for many different audiences; identifying opportunities; and building strong, long-term relationships.

Duties and Responsibilities:

- Produce and coordinate engaging content for social media, stakeholder newsletters, website, annual reports, workshop catalogues, and other communications and marketing materials, including videos (YouTube)
- Develop strategies to drive traffic to the Scientists in School website by use of SEO, web analytics and best practices
- Coordinate media relations: proactively build relationships and coordinate requests; create strategic opportunities; maintain media lists; and write related materials, including key messages, press releases, articles, and speaking points
- Work collaboratively with the Fund Development and Communications team, Executive Director and regional staff to engage stakeholders; create and implement strategies that align with strategic plan; help to create goals, set measurable objectives and evaluate effectiveness of activities; and ensure messaging and brand standards accuracy
- Organize and maintain Scientists in School's photo library: build and maintain image database and permissions; coordinate photoshoots and/or take photographs with stakeholders to obtain new images
- Monitor trends in science, technology, engineering, mathematics (STEM), the environment and education. Apply learnings to activities.
- Ensure compliance with CASL is kept up to-date and standard.
- Other related duties as defined, such as attending relevant program and community events

Job Requirements:

- Post-secondary education in communications, marketing, public relations, journalism or related area; at least two years work-related experience
- Proven ability to write effective and creative marketing and communications materials

- Ability to present ideas with clarity and vision, attention to accuracy in written work
- Demonstrated knowledge of popular social media platforms, creation of social media ads, marketing and communications strategies, and different campaigns such as awareness or donation campaigns
- Strong media relations skills, including managing inquiries and coordinating interview and information requests
- Excellent verbal communication skills with an ability to foster and develop long-term relationships
- Sound organizational skills and ability to prioritize and manage a variety of projects; ability to consistently produce high quality work on tight timelines
- Ability to work independently, while at the same time having strong teamwork and collaboration skills
- Proficiency in Microsoft Office, Constant Contact, WordPress and Hootsuite
- Skills in Adobe Photoshop and video editing software an asset
- Experience in non-profit, science or education sectors, as well as French language proficiency an asset
- Willingness to work occasional evenings and weekends
- Please note that the successful candidate will be required to provide a satisfactory Police Vulnerable Sector Check.

To Apply: Qualified applicants are invited to submit a cover letter (with salary expectations) and résumé to careers@scientistsinschool.ca.

We thank all candidates for their interest. Only those selected for an interview will be contacted. Scientists in School welcomes diversity in the workplace and encourages applications from all qualified individuals. Individuals with a disability requiring accommodation during the application and/or the interview process should advise us so arrangements can be made.

To learn more about Scientists in School go to www.scientistsinschool.ca